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DETROIT

Showdown on Discounts Due This Week; GM Reopening Delayed by Local Disputes

Sparks

Instead of sending milk to the Hottentots, let's send Wallace.

* * *

A thief broke in during the night last week and took the only '46 model car in the salesroom of Leslie F. Hines, Philadelphia dealer

* * *

Drunk drivers, who injure themselves and others, should be treated by doctors in the same condition. It might be an object lesson.

* * *

Before getting into too much of a lather over "What is Russia up to?" a thorough check on the abilities and intellectual honesty of some of our own officials is in order.

* * *

Doornails Are Lively

Simile: Deader than the confidence in Department of Commerce business statistics.

* * *

Dear Coal, Too

That "Dear John" radio serial isn't half as sad as the coal operators when they face the demands of the "Dear John" of the mine unions.

* * *

Oceans of Trouble

All the strike wave has washed up so far is a lot of flotsam and jetsam which is mermaid talk for greater price complexities and a more muddled labor situation.

* * *

A 'Shocking' Condition

The battery shortage is of "current" interest to everyone.

If you have one that can be renewed, you are in the same class as the fellow who can tell Tiffany: "Charge it."

Mallon to Take Case to House Group Tuesday

Porter's Statement Leaves Way Open For Compromise

By William Ullman
Washington Correspondent

WASHINGTON. — The big showdown between OPA and NADA on the major issues, over which they have been contending for some months, will likely be staged here this week. Those issues are trade discount cuts and reduced permissible handling charges.

What is going to happen in regard to these red-hot subjects between now and June 30, when the present OPA law expires, probably will be determined not later than Thursday.

W. L. Mallon

NADA President William Mallon is scheduled to appear before the House Banking and Currency committee tomorrow (Tuesday), to discuss all phases of the dealer difficulties with OPA. Just how far he will go depends, of course, on possible happy or unhappy developments between Friday evening and Monday night.

More than a week has elapsed since the OPA Advisory committee was called to Chicago and

(Continued on Page 42, Col. 3)

NEW MONARCH, creation of Ford Motor Co. of Canada, Ltd., was introduced across Canada last Saturday. First new-name car to appear in Canada since the war, the Monarch is powered by a 97-hp V8 motor and incorporates numerous ride control, braking and engine refinements. The Monarch is described as a luxury car entry in the medium-priced field. Ford and Monarch dealers, coast to coast, will be the distributors. Comment in the States is that the Monarch looks very much like the Ford. **See story on page 38.**

OPA Proposal Is . . .

Rank Injustice

OPA's latest proposal to force auto dealers to absorb a 2.6 percent increase in new car prices, thereby keeping retail prices at present levels, is rank injustice of the first water.

Doesn't OPA realize that dealers, too, must pay increased wages and material prices—that many dealers are already running in the red because of car and parts shortages—that dealers already have suffered a 6.1 percent slash.

Or doesn't justice mean anything to OPA?

OPA Rides High Against Gyps As Need Fades

By Bob Finlay
Managing Editor

DETROIT.—A belated nationwide drive against black-market operators in used cars was believed under way last week as a federal grand jury here was reported ready to return indictments against members of a ring which had siphoned thousands of used cars out of Detroit.

Reports from other big cities, including New York, Chicago, Pittsburgh and St. Louis, indicated that OPA was actively conducting similar investigations in those areas.

It was emphasized in Detroit that established dealers were not involved in the ring and that their protests had led to the investigation.

Established dealers were generally puzzled by the lateness of the OPA drive, since both Paul Graves, of the Detroit Auto Dealers Assn., and H. J. Barkes, of the Michigan Used Car Dealers Assn., have been flooding OPA with protests for the last two years.

It was pointed out that if new-car production gets well under way, as it is expected to in 90 days, "people won't be such fools" as to pay over-ceiling prices for used cars. While all who want cars will not be able to buy new ones then, it is felt that the public is generally optimistic and will be inclined to wait as long as there is a chance of getting a new car in the near future.

Meanwhile, used-car prices are as high now as they ever were here.

Indictments against 20 to 30 persons are expected as a result of the Detroit investigation. Cars purchased at above-ceiling prices

(Continued on Page 40, Col. 4)

Reuther Predicts Full Accord By This Week

Anderson Accuses UAW of Violating Settlement Terms

DETROIT.—At press time Friday, local disputes at 20 plants still kept General Motors production lines closed, but prospects were seen for early settlements.

There was some hope that the plants would be able to open this week as negotiations were pressed by UAW locals and GM local plant managements. Meanwhile, maintenance men were getting those plants ready where the UAW had agreed to return.

Locals at 49 plants had voted to return to work, while four had not voted at press time. Walter Reuther, UAW vice-president and head of the GM department, said that he expected all local issues to be settled over the weekend.

If that should happen, GM plants were expected to get a good showing of production workers by Wednesday or Thursday.

However, GM spokesmen were not as hopeful as Reuther on the local issues. They indicated that some locals were holding out unreasonably.

Harry W. Anderson, GM vice-president, saddled the UAW with full responsibility for the continued shutdown, charging that it had violated the strike settlement of March 13.

He maintained that differences at some plants could be settled locally "if there is no interference from certain representatives of the international union."

In some quarters there was speculation that Communists might be holding up settlement at some locals in an effort to embarrass Reuther.

At the union's national convention at Atlantic City, Reuther is reported planning to campaign for the union's presidency on an anti-Communist platform that is bound to have widespread repercussions. The election will take place this week.

It was reported that a Reuther spokesman had said that Reuther would institute at once a union-wide purge of Communists if he were elected.

R. J. Thomas, incumbent, said that he would not reject Communist support, laughingly adding:

"I would even accept support from a Reuther-type Socialist."

(Continued on Page 42, Col. 1)

No '47 Fords This Year; Studebaker??

By Pete Wemhoff
Editor, Automotive News

DETROIT. — Ford having officially announced it will not introduce 1947 models this year, evidence piled up last week that no old-line maker — with possibly one exception — would change over to new models in 1946.

It was considered likely, however, that new models would be introduced generally early next year.

Studebaker's intentions were unclear, AUTOMOTIVE NEWS' query to South Bend receiving a "no comment" reply. However, there was this possibly significant fact:

The company temporarily laid off 4,000 of its 8,400 workers March 18 to "rearrange its facilities for production of new Commander models" which have not been offered since before the war, according to the *South Bend Tribune*.

There also were unverified reports that the 1946 Champion had completed its run, giving rise to speculation that Studebaker may soon introduce a new line of cars.

Elsewhere the lineup of old-line makers regarding 1947 models this years was as follows:

FORD—Jack Davis, general sales manager, told a national radio audience that, because of production delays and acute need for transportation, Ford will not change over to 1947 models this year. "It probably will be sometime after the first of the year before we discontinue 1946 cars," he added.

CHRYSLER CORP.—Unlikely.

GENERAL MOTORS—Unlikely; current problem is to get into production on 1946 models again.

NASH—Unlikely.

STUDEBAKER—"No comment."

PACKARD—"No comment."

HUDSON — Unlikely (see statement below).

WILLYS—Unlikely.

Ford's announcement, plus unofficial comments from other makers, confirms AUTOMOTIVE NEWS' exclusive story of Feb. 11 which predicted that old-line makers would forego new models this year because of (1) meagre production runs on '46 models; (2) resultant heavy losses, and (3) the vital need for transportation.

Davis, speaking on the Ford Sunday Evening Hour March 17, declared that because of long delays in getting into volume production and the acute need for new cars, Ford Motor Co. does not plan to introduce its 1947 models this year.

"It would be unfair to the public to shut down our plants the several weeks needed for model changeover this fall," Davis asserted. "It probably will be sometime after the first of the year before we discontinue 1946 cars."

"Under today's conditions it does not appear to be either good economics or good business to sacrifice the production weeks and man-hours of work that would be involved in changing over to entirely new car models," A. E. Barit, president of Hudson, said last week.

"So great is the accumulated need and demand for cars on the

(See MODELS, Page 42, Col. 3)

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Wallace 'Fraud' Arouses Storm of Protest

WASHINGTON. — Secretary of Commerce Henry Wallace is in the hottest spot of any cabinet official since the Teapot Dome affair, observers pointed out last week.

It was indicated in developments over the weekend that his position will become more uncomfortable as added heat is directed at him in connection with his long-delayed repudiation of the department's assertion that the auto industry could pay a 25 percent wage increase over a two-year period, without raising prices.

Ramifications of the denial are rapidly spreading. Developments include the following:

1 Predictions that some aspects of the blunder will force White House attention to the matter.

2 The indignation of large and small business firms throughout the nation who have depended on the department for "factual" information.

3 The smoking out of a belated acknowledgment that the Department of Commerce statement

(See WALLACE, Page 39, Col. 3)

Romney Tells La. Dealers . . .

Make Up Output Loss Is Industry Goal

NEW ORLEANS.—The rapidity with which the automobile industry can make up the loss of 1 million motor vehicles, sacrified since V-J Day, depends upon the availability of materials, parts and labor, a willingness to work, and the removal of production-deadening controls and regulations, George Romney, general manager, Automobile Manufacturers Assn., told members of the Louisiana Automobile Dealers Assn. here last week.

Geo. Romney

Three resolutions were adopted at the convention, one protesting OPA's additional cut of 2 percent on the dealers' discount; another urging restoration to dealers of the 5 percent handling charge, and a third favoring the Case anti-strike bill.

Rep. Charles A. Halleck of Indiana said he felt certain OPA will be extended, "although possibly not as much as a year."

"At the same time," he pointed out, "there is a growing tendency in Washington to amend the law so that as production approaches normal the iron hand of price control will be lifted automatically."

Wiley L. Mossy (Oldsmobile), New Orleans, was elected president of the association to succeed R. S. Abbott (Ford), Alexandria. Other officers elected include Brown A. Fortier (Ford), Lafayette, vice-president; Roy Beydler (Packard), New Orleans, secretary-treasurer, and S. J. Rogers (Chevrolet), Monroe, as Louisiana representative to NADA.

The industry has set its sights on making up lost time and an upswing in production is coming, Romney predicted. Citing expert opinion that car production would range between 2 million and 3 million units in the remainder of 1946, he said that any approach to the ideal of 3,320,000 cars and 750,000 trucks requires that "management, workers, suppliers and government—most of all government—must join hands and get going—hurry, hurry, hurry."

"Continued bungling could needlessly deprive the country of about 1,500,000 more vehicles this year, representing about $1,500 million in purchasing power," Romney declared. "On the most conservative basis avoidable mistakes since V-J Day have already cost the country 1 million motor vehicles and $1 billion in purchasing power—mostly wages—that production would have created."

Optimism about the future, now that strikes in the automobile plants have ended, must be tempered by the knowledge of facts, he reminded the dealers. The period of accelerating production to reach normal levels is still ahead, instead of having been completed in October, November and December as planned. Also ahead is the period of adjusting operations of thousands of suppliers, many of them operating very small companies, to the new wage-price plateau which government has created for industry.

Romney declared that existing government controls and other likely interferences may create successive drags, first here and then there, that will keep the automobile production curve ragged and unsteady. Because suppliers "have numerous balls and chains attached to them, their forward movement is likely to be fitful," he said.

Demands of other civilian requirements for materials and labor, particularly the priority setup being created for the construction industry, will help to determine what will be available for manufacture of automobiles. Problems of obtaining textiles and castings may also prove to be bottlenecks, Romney stated.

The automotive supplying industries are handicapped by operation of more than 600 price regulations issued by OPA and hundreds of supplementary orders, supplementary regulations and amendments, Romney declared.

Auto Show Set For June 1-8 In Detroit

DETROIT.—An automobile show will be held here June 1-8 as a part of the National Automotive Industry Golden Jubilee, Lt. Gen. William S. Knudsen, chairman, announced last week. The site is still under consideration.

The exhibit will open immediately after the civic parade. Cars of historic interest will be shown along with the latest model autos, trucks and buses. Accessory manufacturers and others affiliated with the industry will also be represented.

The jubilee committee filed articles of incorporation last week at Lansing. Among those affiliated with the industry who are serving on the committee are George W. Romney, general manager of the Automobile Manufacturers Assn.; Fred Black, director of public relations, Nash-Kelvinator; Richard Harfst, general manager, Automobile Club of Michigan; Henry Reichhold, president, Reichhold Chemical Co.; William H. McGaughey, manager public relations, AMA; D. P. Connery, director of public relations, UAW-CIO.

Only One Penalty Left In Anti-Strike Bill

WASHINGTON.—The Senate Education and Labor committee last week approved "without objection" an emasculated version of the House-passed Case anti-strike bill, but Republican members said that they would carry to the floor their right to restore restrictive provisions.

In its final form, the committee's substitute merely provides for a five-man mediation board and contains only one penalty provision—an antiracketeering clause aimed at any union which interferes with transportation of perishable foods from farm to market.

BENSON FORD, grandson of the founder of the Ford Motor Co. and a director of the company, shoveled the first spadeful of dirt at ground-breaking ceremonies for the new Lincoln-Mercury assembly plant at Metuchen, N. J., last week. The new plant, which is scheduled to start operation in March, 1947, will turn out 200 Mercury and 150 Lincoln cars daily and employ 2,500 workers. It will serve the entire eastern seaboard and will be the first plant, outside Detroit, to build Lincolns. A similar Lincoln-Mercury assembly plant is being built in Los Angeles. T. W. Skinner, general manager of the Lincoln-Mercury division, and C. J. Seyffer (center), eastern regional manager for Ford, are spectators.

All New Commercial Projects Hit by Building Clamp

DETROIT.—Following an executive order expected to be issued by President Truman soon, construction of all commercial buildings will be forbidden unless authorized by Civilian Production administration, according to John McGillis, CPA district manager here.

"The order will affect all buildings, whether it be a $300 garage or a million dollar factory," McGillis declared.

It was explained that the executive order is intended to channel scarce materials into homes for war veterans.

Auto dealers who have their new buildings under way are expected to be allowed to complete them. However, some projects started only recently, and upon which little progress has been made, probably will be suspended.

CPA is expected to establish local boards to pass on the essentiality of commercial projects. Under such a setup, it is conceivable that a dealer may be able to establish that a service shop is necessary in a particular community.

Routine upkeep and repairs are to be exempt from the order, but expansion will be forbidden.

Industrial construction going on now throughout the country totals approximately $1 billion, with new work begun at the rate of $50 million per week, it was reported.

Feb. Car, Truck Output Drops to 76,357

WASHINGTON. — February motor truck production dropped to 28,692 units, about one-half of the January rate and the lowest monthly total since Pearl Harbor, CPA announced last week. Passenger car production also decreased, dropping to 47,665 units from 57,775 in January. Labor management difficulties and parts shortages accounted for the poor showing in both cases, CPA said.

While both car and truck production will undoubtedly show substantial increases during 1946, the CPA's Automotive branch will not make any forecasts of automotive production during the next 30 to 60 days because of the many variables in the supply situation.

Bobbi Car Names George Keller To High Post

SAN DIEGO.—George D. Keller has been named executive vice-president of Bobbi Motor Car Corp. by the board of directors, it was announced last week by S. A. Williams, president.

Geo. D. Keller

Keller was vice-president of Studebaker until Pearl Harbor. He started in 1914 with Studebaker in its Los Angeles branch.

He came into the Bobbi organization several months ago as vice-president and believes "Bobbi-Kar will hold an important place in the development of the light car market in the United States."

"Dealer inquiries are being received from all over the globe at an unprecedented rate," he said. "We are therefore assured of a worldwide sales organization both wholesale and retail. Negotiations are also under way for assembly plants at strategic locations in various foreign countries. Production planning is in its final stages and we expect new models for dealer showings late this summer."

Officers of Bobbi Motor Car Corp. are as follows:

President, Williams; executive vice-president, Keller; vice-president, production, J. S. Liefeld; vice-president and general sales manager, J. D. Carter; vice-president and secretary, finance, Maurice L. Howard; treasurer, Ned E. Randall; chief development engineer, J. V. Bretaud.

J. F. Heil Heads Milwaukee Firm

MILWAUKEE.—Joseph F. Heil was elected president of Heil Co. last week. Julius P. Heil, founder and president since the firm's inception, will continue actively as director and treasurer.

Joseph Heil came to the company after university graduation in 1923. After eight years of progressive training in practically every phase of the business, he was made vice-president. When Julius P. Heil was elected governor of Wisconsin the son was advanced to the active management of the company as executive vice-president.

Hopper Named

YOUNGSTOWN, O. — In addition to the trustees recently elected by the Youngstown Automobile Dealers Assn. (Automotive News, Feb. 11), was E. D. Hopper, according to William J. Dunn, president.

"We want you to know that Automotive News is the most read and quoted paper in our establishment." George Soule, Butler Nash Co., Butler, Pa.

New Procedure Set for Parts Price Ceilings

WASHINGTON. — Producers of automotive parts for repair or replacement use have been given a new procedure by the OPA to use in applying for adjustments in ceiling prices where required to maintain production.

It becomes effective today (March 25).

Under the procedure, an automotive parts manufacturer whose ceiling price is causing financial hardship may apply for an adjustment for all of his products, a line of his products, or a single item.

He may apply for an adjustment in the prices of all his products when the total of his allowable costs plus allowable profit margin is not recovered by present ceiling prices.

For "a line" of his products he may obtain an adjustment to permit him to recover total allowable costs. On a single item, however, the new adjustment procedure permits him to recover allowable manufacturing costs.

OPA also pointed out that hereafter an automotive parts manufacturer will apply for adjustment to the regional OPA office, if his total sales of all commodities in the previous year amounted to less than $500,000. If his sales were over $500,000, he applies to the national office. Previously, all applications for adjustment in manufacturer's maximum prices for new parts were filed in the national office.

The application form now in print does not indicate that it applies to automotive parts. However, subsequent printings of the form will contain an indication that they apply also to automotive parts.

OPA also announced a modification of the method by which manufacturers of industrial machinery and equipment generally may obtain price adjustments to cover allowable costs plus allowable profit.

Up to this time, a machinery manufacturer was required to apply for an adjustment on the basis of the need of relief shown in an "overall" profit and loss statement.

SIDE VIEW of experimental auto type airplane, called the Roadable. Willis Brown, general manager of Southern Aircraft, and Test Pilot C. T. Prescott, lean on the Roadable's automobile-like hood while discussing the novel plane's flying characteristics. Brown said that the Roadable is presently experimental and that the company has no intention of going into production at this time. He believes, however, that the Roadable has a place in the future.

AS PART of their tour of Nash dealerships in the south and southwest, George W. Mason, president of Nash-Kelvinator, and H. C. Doss, general sales manager of Nash, visited the Charles Smith Nash Co. in Oklahoma City. Shown here are (left to right), Charles T. Smith, Oklahoma City Nash dealer; R. E. Compton, Nash zone manager from Dallas; Doss and Mason.

Dealers tell me

By John O. Munn

Dealers' or salesmen's comments, questions or requests may be addressed to John O. Munn in care of Automotive News, Detroit, and the writer's name will be kept in confidence if requested.

I AM CONVINCED that NADA is making a mistake in entering the publishing field. A year ago a special committee of NADA directors was appointed to attempt to convert the membership bulletin into a full-fledged trade paper. For a long time I have refrained from saying anything about it. I had expected, before this, that the majority of NADA directors would see the danger in the move and discontinue the attempt. I know the risk I am taking for criticizing the association for publishing a trade magazine. Many dealers will think I am prejudiced because I conduct a column in a trade paper.

Prejudice, however, shouldn't enter in the discussion on the policy of converting the membership bulletin into a trade paper. We must come to our conclusions only on the basis of the benefits to be derived for the association and for its members.

My opposition to NADA entering into the commercial field is not new, nor is it original with me. I happened to sit in on the first meeting of the NADA executive committee when it was proposed seven or eight years ago to open up the NADA membership bulletin to commercial advertising as a means of obtaining additional revenue. The individual making the proposal was interested in income. He and the directors in session at that time knew little about the publishing field. The proponent assured the directors there were hundreds of pages of advertising available and the association coffers would be greatly benefited. Such advertising never materialized.

* * *

Stakes Too High For Makers

I FELT at that time, and I feel now, that the goodwill of the existing trade papers in this field is worth more to NADA than any financial return to be gained from paid advertising. I am not alone in this thought. Many commercial and civic associations, such as the Chamber of Commerce, have eliminated all commercial activities and devoted their time and effort to beneficial projects that no other trade factor can undertake.

I well remember, in early years, that the factories put in the tool kit of each car a quart of branded lubricating oil. A gift from some petroleum producer. This practice was soon discontinued, because automobile manufacturers recognized that they needed the influence and goodwill of all members of the petroleum industry.

The stakes were too high. Manufacturers couldn't afford to enter this competitive field even to the limited extent of allowing a quart of a certain brand of oil to go as a gift with each car.

* * *

Stakes Too High For NADA, Too

THE STAKES for NADA are too great. Their real problem is organization and not money. They need organization for the strength of members. To be successful, any association needs to continue to create and inspire its membership towards common purposes in the future. To do this, they utilize such things as membership bulletins and the influence of the trade press.

NADA's magazine can never be a full-fledged trade paper. A subscription is included with the membership fee. As a magazine it must either serve its advertisers or its subscribers. The editorial policy must be that of the association. It, therefore, can't serve both masters.

It can't very well solicit independent parts manufacturers' advertising. Many NADA members are distributors of genuine parts, and most of their membership is in sympathy with stocking and selling factory parts. NADA just can't afford to go into that battle.

* * *

Other Angles To Consider

ANY advertising that appears in the magazine obviously automatically carries the approval of the association. Otherwise, it would not have been accepted. It might be embarrassing to the association where good equipment advertisers, who are forced to use other mediums to reach their market, fail to use the NADA magazine. This leaves only advertisers, whose products are not recommended in factory standard practices, available. NADA can't be a party in that situation.

Surely NADA can't depend upon passenger car manufacturers for advertising support, because there just aren't enough automobile factories left to make this advertising count very largely in financing any trade paper.

A still bigger objection, perhaps not so valid, is the thought that many dealers, including many of those who have never joined NADA, feel that there is some connection between factories and the management of NADA when the association accepts factory advertising. I get letters from dealers constantly, pointing out this fact. They cannot believe that factories would pay for advertising in the association medium unless it was for influence on NADA's factory dealer relationship committee.

* * *

DEALERS point out to me that even in a trade association it is as necessary to avoid the appearance of evil as the evil itself. They feel that NADA is losing more in membership dollars than they ever can gain in advertising dollars. And, more important than taking car factory advertising dollars, is furnishing an excuse for many dealers not joining up.

I am against NADA going into the publishing business purely from my interests in dealers. I don't need to use this column to battle for the publishers. They can speak for themselves.

Just Among Dealers

ROBERT T. CLARKE (Chevrolet), Columbia, S. C., born in Verona, Miss., Nov. 13, 1891. He entered the business as a dealer with the Chevrolet line in 1926. He has served as president of the South Carolina Automobile Dealers Assn., and as a director of the local Chamber of Commerce and Kiwanis club. Clarke is now a director of NADA.

R. T. Clarke

* * *

WILLIAM KENNARD (*Chrysler-Plymouth*), *St. Clairsville, Ohio, born June 3, 1894 in Barnsville, in the same state. In 1910 he procured the agency for Abbott-Detroit as a means of obtaining automobiles at wholesale to be used in the taxi business. Shortly after he took on the Ford and recalls that 25 years ago there were no good roads. He sold cars in the wintertime by riding through the country on horseback to take orders for spring delivery.*

In those days dealers were called upon to trade horses, carriages and wagons for new cars, and most dealers provided facilities such as stables and land to take care of them. Kennard has been active in civic and trade affairs

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Convention Stages Protest Parade . . .

75% Clause Sought to Curb OPA, Barnhart Tells Iowa Dealers

NEW OFFICERS and directors of the Columbus Auto Trades Assn. are front row, left to right, D. Paul Davies (Paul Davies Chevrolet Co.), president; George D. Simeon (Columbus Buick Co.), who is a member of the Auditing Committee, National Automobile Dealers Assn.; George W. Byers (Geo. Byers Sons, Inc.), past president; second row, left to right, Harold R. Wood (McClure-Nesbitt Motor Co.), vice-president; Charles W. Althen (West Side Motors, Inc.), secretary; A. E. (Bob) White (Bob White, Inc.), president of the Ohio Automobile Dealers Assn.; R. Neil Grove, treasurer.—(Columbus Citizen Photo.)

DES MOINES.—Troubles between Iowa dealers and the OPA, simmering for some time, finally boiled over Thursday night at the Iowa Automobile Dealers Assn. convention here.

Barnhart

Dealers whistled and applauded as speakers condemned OPA, and more than half of them joined in a staged demonstration against the agency, marching through a hotel lobby in the wake of 15 men bearing placards labelled:

"Bowles rolls the dealers"; "We fought for free enterprise"; "More production, less regulation"; "OPA making crooks out of dealers," and others.

The demonstration came as D. C. Barnhart, of NADA, asserted that OPA is responsible for 75 percent of "confusion in the auto business."

"We could have got Bowles," Barnhart said, "but the Ickes-Pauley scrap was all the White House could stand in one week."

Barnhart added "Our friends in Congress have told us that OPA will be renewed this summer, but we hope that if the act is renewed there will be some amendments made that will make it easier for us to do business.

"We have hopes that a 75 percent clause will be inserted. This would result in OPA restrictions being lifted when an industry reaches 75 percent normal production."

"The automobile industry, despite strikes, produced 58,000 cars in January. As soon as we reach 250,000 cars monthly, this amendment would give us relief. It shouldn't take long for us to reach that figure."

Barnhart warned dealers against attempting to make two transactions of an auto deal in hopes of evading OPA trade-in regulations.

"If you buy a car from a man and then sell him another one in another transaction—the OPA will get you," he said.

Harry G. Moock, vice-president of Plymouth, told the convention "it wasn't so long ago that you guys were not so anxious to see us.

"It's all right to have a parade, but how many of you have got together with your representatives in Congress and explained your situation."

Officers elected included Paul Pritchard, of Mason City, president; G. O. Fletcher, Cedar Rapids, executive vice-president; Justin Conlon, Dubuque, and C. G. Peterson, Stork Lake, vice-presidents, and Al Cohen, Des Moines, treasurer.

Takes Plans to Dealers

Randolph Holds Meetings in 10 W. Va. Cities; Analyzes Member's Problems

CHARLESTON, W. Va. — In a two-week series of dinner meetings in 10 strategic points throughout the state, Manager Bill Randolph, of the Automobile Dealers Assn. of West Virginia, laid his program for the coming year before more than 500 dealers.

Starting off at Martinsburg on March 4 and winding up in Bluefield on March 15, Randolph piloted his speakers' party in an array of appearances that outstripped anything ever before attempted by the West Virginia association.

Highlighting his program, Randolph presented Donald C. Barnhart, assistant to the executive vice-president of NADA who gave the dealers the lowdown on current national conditions with his "Washington Report."

Also on the program was George H. Brown of Princeton, president of the West Virginia dealers organization. Brown, who was reelected head of the organization last year for his second term, cautioned dealers against over-optimism and unwise expansion.

An OPA question period, presided over by George W. Jones and Lloyd Newcomer, district price specialists from the Charleston office of OPA, met with considerable favor.

In a 30-minute address Randolph told members: "We must never forget that, although we are an organization of automobile merchants, our association is a public servant and we must gear ourselves, both in our thinking and our actions, to strive for the betterment of conditions of motoring to the best interests of our customers.

"To this end a principal activity of your association will be to foster and support improved highway building and maintenance in our state.

"We favor and shall work for a recodification of our motor vehicle laws in order that they may be brought in greater uniformity with our sister states," declared Randolph.

"We shall seek as a protection to the automobile buying public a central recording of all motor vehicle liens.

"As a matter of benefit to our state, the public and to the automobile dealer," continued Randolph, "we shall strive to obtain an improvement in the titling law.

"As a protection to our dealers we shall seek a solution to the restrictions in doing business which confront our borderline dealers by virtue of the motor vehicle dealer licensing laws of sister states surrounding us.

Randolph also struck at the Double-Decker law (prohibiting transportation of vehicles by over the road haulers in more than one level), declaring that every effort would be directed to wiping the law from the statutes.

Among guests at the various meetings were: D. Boone Dawson, mayor of Charleston; E. L. Worthington, chairman of the state Road commission; Don McClaugherty, secretary of the state Road commission; Ralph L. Ballard, Motor Vehicle department.

Short-Sighted

(EDITOR'S NOTE: *The following editorial is reprinted from the Newark Star-Ledger, March 17*):

The publication, AUTOMOTIVE NEWS, reports that OPA is about to allow automobile manufacturers to raise their prices for the purpose of absorbing some of the recent rise in wage rates. But the same report predicts that this increase in price will be imposed entirely upon the auto dealers.

The wisdom of this course is questionable. In view of the shortage of cars, auto dealers cannot afford to lose part of their rate of profit at this time. If OPA encourages some auto dealers to go out of business, the result will be the channeling of more trade into the black market.

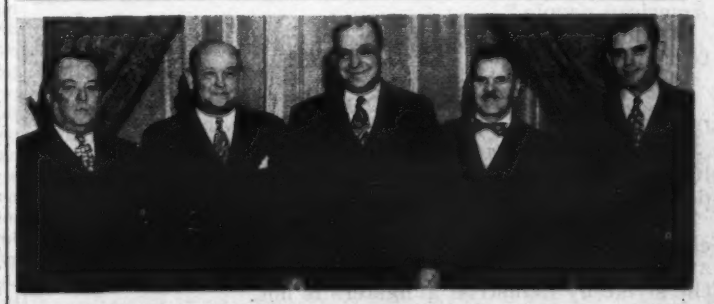
The constructive function of the auto dealer, unfortunately, is not as widely appreciated as it should be. The auto dealer is not, as some seem to think, merely an undertaker. He is the vital artery of the great auto trade.

It is he who has made possible the great American custom of trading in an old auto for a new one at stated intervals. And it is this custom that has made it possible for nearly every American family to own an automobile. Without the finely balanced system of marketing and servicing represented by the auto dealer, the auto industry cannot maintain its phenomenal mass production basis.

If we starve out the auto dealer at this juncture, the public as well as the manufacturer may miss him in the future.

Col. Post Rejoins NADA Staff

WASHINGTON.—Col. Irving H. Post has rejoined the staff of National Automobile Dealers Assn., it was announced last week. He entered the service in the NADA battalions and served four years with the African expeditionary forces and in the Italian campaign. He received his discharge in February.



SPEAKERS AT CHARLESTON meeting of West Virginia Dealers. Left to right, John B. Ruby, J. B. Ruby Motor Co. (Packard), Charleston, toastmaster; Donald C. Barnhart, assistant to Executive Vice-President of NADA; D. Boone Dawson, mayor of Charleston; William Randolph, manager of the West Virginia dealers organization; Cecil Walker, Rhodes-Walker Chevrolet Co., Charleston, director of NADA for West Virginia.

The Newspaper of the Industry

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

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AUTOMOTIVE DEALER MAKER NEWS

WE STAND FOR:

¶ 1. Fair and equitable contracts between manufacturers and dealers in motor vehicles, parts and accessories. ¶ 2. A fair profit to the dealer on every used vehicle accepted in partial payment for a new car or truck. ¶ 3. Every dollar of gasoline tax collected by state or federal governments applied to the building and maintenance of highways. ¶ 4. The elimination of governmental and bureaucratic controls over this industry. ¶ 5. A return to the precepts of independence and the rewards of applied energy and ability, which made America and gave more of her citizens more of the better things of life than anywhere else in the world.

Wallace for What?

THERE has never been any doubt that Henry A. Wallace is in the wrong pew. Business men don't like him, and his actions indicate that the feeling is mutual.

On the other hand, labor likes him and he likes labor, and so previously he appeared to have some right in labor's pew.

But now there is very grave doubt that he belongs in church at all.

Last week he repudiated his statement made last fall that the automobile industry could grant a 15 percent wage increase this year and 10 percent next year without raising prices. Wallace said that the report released Nov. 1 was "not intended, nor should have been regarded as an official forecast of costs, prices or profits for the automobile industry."

Whatever Wallace's intentions might have been, union leaders used that report as justification for their excessive demands—and there was no objection from Wallace.

But now that the union's drive for excessive wage increases is over for the time being, Wallace comes along with a repudiation. It took Wallace 4½ months to reveal that the report was "an initial effort to develop statistical methods and techniques to determine and project cost, price and profit relationships under varying assumptions as to volume of production and sales."

Sen. Homer Ferguson, Michigan Republican, has disclosed that Harold Wein, the author of the report, is not even a Department of Commerce employe. He works for the Department of Justice, and apparently intended that the report should be published under his own name. Yet instead, it was released for publication bearing the prestige of the secretary of commerce.

Such tactics make Department of Commerce reports suspect as long as Wallace is at its head.

And most businessmen will go along with Senator Ferguson in the belief that the whole thing is "a fraud on the American people."

As long as such things are tolerated, how can anyone trust Washington?

Time to Speak Out

THERE has been a tendency in recent years to consider the strike as sacred. Even businessmen have been reluctant to speak out openly lest they be accused of plotting darkly against labor.

Yet a careful look at the word "strike" should provide a clear course. While the strike as a weapon of last resort against intolerable oppression may be sacred, the abuse of the strike by industrial gangsters is not.

Unions are using it as a day-to-day weapon to bulldoze the community, management and government.

It is past time for business to speak out.

—a word in EDGEWISE

by George M. Slocum

YOU MAY not have noted that just to the left of this column we have brought up to date the editorial platform on which this *Newspaper of the Industry* stands. We who guide the destinies of AUTOMOTIVE NEWS thought it might be well to state where "those who run might read" the policies which perhaps up to now have been the unwritten laws under which our editors operate. It could be easily possible that we have negligently omitted some plank which you, as a loyal reader and friend, believe should be included.

AS IT LOOKS FROM HERE

If we have, will you "speak up now or forever hold your peace?" Our editors, I know, will appreciate your comments or your criticisms because, after all, the conditions under which we seek to serve this great industry are far from static. Our platform can be elastic, but it must be right.

* * *

ON THE REGULAR Sunday Evening Hour (March 10) Jack Davis, dynamic sales director of Ford, was interviewed by the commentator and made a statement which must have had his listeners by their ears. Said Davis:

"We at Ford had hoped by now to have our daily production up to 7,500 vehicles per day. When we reach that quota it will mean that a new Ford, Lincoln or Mercury automobile will come off the end of assembly lines every five seconds."

That was as hard for me to believe as I assume it was for other millions of listeners. At the close of the interview, however, the commentator asked: "I understand you correctly, Mr. Davis, that Ford expects to produce a new automobile every five seconds of a working day."

"You are correct," replied Jack. "Well then during the time we have been talking Ford factories would have turned out 60 new cars."

"That's right," said Davis.

It was about as graphic an illustration of the mass production totals achieved by this industry of ours as I had ever heard. I'll wager it caused more comment from coast to coast than anything ever said about the automobile business over the air waves.

* * *

ALTHOUGH I have had a few comments agreeing with my idea expressed a couple of issues ago, that it was impractical and unfair for OPA to attempt to regulate the selling prices of complex products such as motor vehicles, no one has come forward to prove that I was all wet in my contention. My argument was that although to defeat inflation it was undoubtedly necessary to regulate the ceiling price of some products, such as lumber, steel, foodstuffs, etc., the prices of finished products which use many of these in their manufacture should be left entirely to control by the natural laws of supply and demand, under our system of free competition.

Is there anyone who believes that one manufacturer in the automotive industry, for example, would be stupid enough to raise his prices to a point where his dealers could not match quality and price with his competitors?

The problem is probably best illustrated in our own business. The motor vehicle, made up of hundreds of component parts which call for the raw products of practically all mines, forests and farm products, is an example which the public would be quick to grasp. No one, not even the buyer himself, asks that a product be sold him at a price which does not cover a nominal profit to everyone who made it possible for him to secure just what he desired. Instinctively, every American knows that, unless this be true, he will probably have to wait a long time for what he wants. Why then OPA price controls over manufactured products? Will someone tell me?—G.M.S.

Letterbox

'Not Sponsoring . . . . . .'

The views expressed in this column are those of our readers. Anonymous contributions will not be accepted but confidence will be observed upon request.

Bank Plans

There have been a number of instances in the past few issues of your publication, either in quoting speeches or reporting interviews, where the Bank Agent Plan has been presented as being sponsored by the American Bankers Assn.

For the sake of accuracy I would like your readers to know that the association sponsors no credit plans. We try to develop manuals informing bankers as to the best lending techniques to adopt in connection with all forms of lending. Manuals on automobile financing, both dealer and direct to the public, have been prepared by the association and are available to all member banks. No particular plan has the association's endorsement as against any other plan.—W. B. FRENCH, deputy manager, American Bankers Assn., New York City.

Fine Treatment

This is just a note to acknowledge and to thank you for the fine treatment in your issues of Feb. 11 and 18 to Brunnier's letter in answer to your open letter commenting on our official appointments.

Certainly nothing could be fairer or more confirmatory of your friendly attitude toward our organization than was the handling of this matter. We are now planning to reproduce on one sheet your open letter, Brunnier's answer and your own editorial comment in the issue of Feb. 18. This will be made available to our clubs and other interested parties for their information. — RUSSELL E. SINGER, general manager, AAA, Washington.

Estimating Demand

We were very much interested in George Slocum's colmun "Edgewise" in the Feb. 11 issue of AUTOMOTIVE NEWS. We will go out on a limb and estimate that there is a waiting demand for 15-16 million new cars, and the four years from Jan. 1, 1947, to Jan. 1, 1951, will see a demand for 25 million new motor cars and eight million new motor trucks.

We will go farther and estimate the demand for each class. There will be a demand for 10 million in the $500 to $1,000 class; 10 million in the $1,000 to $2,000 class; 3½ million from $2,000 to $3,500 class; and 1½ million above $3,500.

We visit garages and service stations in large and small towns, too. We talk with men of all caliber in the industry and the public, too. We find that any new car would sell regardless of the make, but there is a tremendous desire by the public for the return of such makes of cars as the Marmon, Peerless, Jordan, Hupmobile, Reo, Stutz, Roamer, Franklin, Duesenberg, Elcar, National Cole, Gardner, Kissel, Windsor, Paige, Essex, Maxwell, Overland, Velie, Davis, Chalmers, Mitchell, Mercer, Case, McFarlan, Auburn, Liberty and Columbia.—C. S., Waukegan, Ill.

Coming Events

MARCH

26—**Providence** (Crown hotel). Annual meeting Rhode Island Automobile Dealers Assn.

APRIL

1-3—**Chattanooga, Tenn.** (Hotel Patten and Reid House). Spring meeting of American Society of Mechanical Engineers.

2-5—**Atlantic City** (Public Auditorium). Packaging Exposition sponsored by American Management Assn.

3-5—**New York** (Hotel New Yorker). SAE National Aeronautic meeting.

12—**Detroit** (Book-Cadillac hotel). Annual meeting of Automotive & Aviation Parts Mfrs.

23-24—**Lansing.** Annual convention Michigan Automobile Dealers Assn.

The BIG things happen at Ford

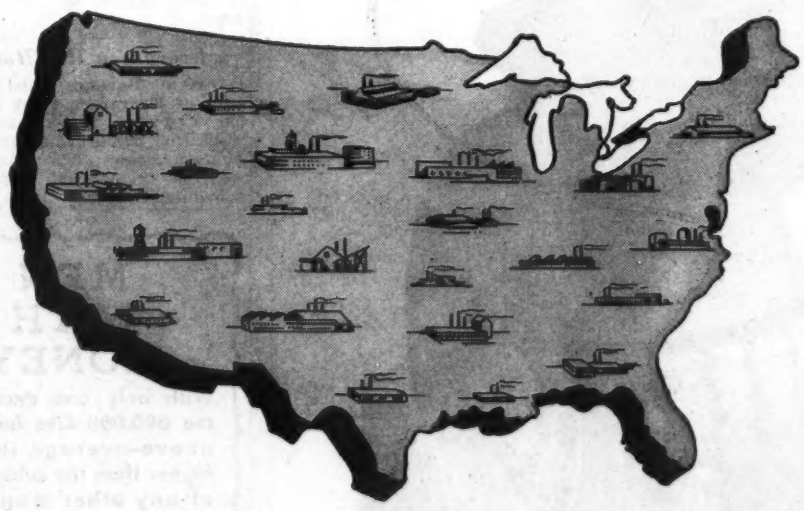
THE Ford Motor Company views the future through a pair of $200,000,000 glasses . . . not rose-colored, but realistic.

That $200,000,000 is the cost of the Ford expansion program . . . and it has as its objective the continuation of Ford leadership in automotive progress.

Among many other things, this vast expansion will be of direct and growing benefit to dealers. It will provide even more efficient new car distribution facilities and parts supply sources.

And thus, it will benefit Ford customers . . . for they will enjoy prompt, efficient, *complete* service, wherever they are, wherever they go.

HERE ARE SOME TANGIBLE SIGNS OF FORD EXPANSION



LOS ANGELES, CALIF.—Construction of Ford Motor Company's West Coast plant here for assembly of Lincoln and Mercury automobiles has already started. The plant has been designed for production of 250 automobiles daily. It will provide employment for 1,500 persons. A second Lincoln-Mercury plant is being built at Metuchen, N. J.

DENVER, COLO.—Construction of the Ford Motor Company's new sales distribution and parts branch building is under way. It is expected to be in operation this fall. This new plant will serve as a sales distribution center and parts supply source for Ford, Lincoln and Mercury cars and Ford trucks in the Denver territory.

DES MOINES, IA.—Construction has started on the Ford Motor Company's new sales and parts branch in this city. It will serve as a sales distribution center for Ford, Lincoln and Mercury passenger cars, and will carry a complete line of passenger car and truck service parts.

Ford

FORD MOTOR COMPANY

Packard-Toledo Experiments on Jet Air-Engine

DETROIT.—George T. Christopher, president and general manager, disclosed last week that Packard is experimenting with jet propulsion aircraft engines at its Toledo plant and at the Willow Run Army Air Base.

Packard will build for the small-boat market, he says. A much larger marine engine than those produced for all PT-Boats has been designed and released for production.

"We have government orders," Christopher adds, "to continue the production of a considerable number of 1,800-hp. engines of improved design and a substantial quantity of marine engine spare parts."

Also scheduled for production are taxicabs, business cars and chassis for hearses and ambulances.

In the last quarter of 1945 the company built 2,722 cars.

Christopher takes the view that lack of materials, rather than the capacity to produce, will cause the automobile industry's 1946 output to fall short of planned production.

Although a "seller's market" currently exists, he emphasizes that "we recognize conditions will change in the relatively short time which it will take to permit capacity operations in our industry. We will then be faced with the necessity of meeting competition in a 'buyer's market.'"

HERE'S ONE of the eight mobile units which Fisher Body is sending into the field to help alleviate the acute shortage of skilled auto body repairmen. Each unit is equipped with cutaway half bodies and complete tools.

Air-City Motors Occupies New Departments

Air-City Motors (Chrysler), East Paterson, N. J., has completed its showroom and service department at 1040 Market St.

Simplifying Body Repairs

Fisher Using 8 Mobile Units to Train Mechanics in the Field

DETROIT.—To help alleviate the scarcity of skilled auto body repairmen, Fisher Body last week announced a national program designed to simplify and improve body repair methods as a direct approach toward aiding car dealers in the training and development of skilled body repair personnel. It is the first time such a comprehensive project has even been attempted in the automotive industry.

The objective of the new program, according to Thomas P. Archer, general manager of Fisher Body, is to bring to dealers in the field the latest and most efficient methods of body repair and thereby train thousands of new mechanics for all phases of body work. Such work traditionally has been viewed with some trepidation by many garage mechanics because it requires certain special skills and "know how" in sheet metal, trim and painting.

"The need for such a program has long been recognized," Archer said. "Now the need is greater than ever because never before have so many original owners driven cars four or five years old. This fact, together with the used car famine and the scarcity of skilled body repairmen prompted General Motors to institute the new program as a service available to all GM car owners but particularly to those who will be compelled to maintain the utility of their present automobile until new cars become plentiful."

Archer pointed out that during the war, which itself made the problem more acute, no such program could be launched. Now, he said, "we intend to improve the approach to body repair work so that thousands of new mechanics can be trained and old ones brushed up on their skills. We feel that body repair jobs in the future can be taken in stride just as most engine and mechanical service jobs are handled at present."

The only way to achieve such a goal, he said, "is to go into the field with experienced instructors familiar with auto body construction and assist in the training of mechanics in the approved methods of body repair."

Eight specially designed training units have been built to tour the United States and Canada. Each is fully equipped with cutaway half bodies and complete tools for all body repairs. Specially trained men will accompany the units to give instruction to mechanics in approved body repair methods and in the newly-developed technique. In order that all General Motors dealers and car owners will have the benefit of the improved service, the overall program will be coordinated by the General Motors Service Section under Merle St. Aubin.

Six of the training units are mobile and the other two will be transported by rail to large urban centers. It is anticipated that the schools will reach 6,000 men in the first four months of operation. The intensified educational program will be aimed first at men familiar with some aspects of body repair and at their apprentices. As time goes on dealers and garage operators will be drawing on an expanded supply of skilled and semi-skilled workers for replacement, and it is believed that war veterans and war workers who received special training in metal work, particularly those who worked on aircraft with hand tools, will be likely candidates.

A new body sheet metal service manual, giving detailed step-by-step procedure of the repair methods and special parts lists has been prepared. The manual will be given to each trainee and to others in dealer organizations not immediately contacted in the training program.

Evergreen Has Hudson

Dwight Barton, assistant manager of Evergreen Sales & Service Co., Lewiston, Id., announced last week that the firm has been named Hudson dealer. The entire plant will be remodeled. Opening is scheduled for Mar. 15.

Firestone
Announces
A SENSATIONAL NEW
TRUCK TIRE
the Wire Cord

AGAIN Firestone pioneering leads the way with another epochal development — THE FIRESTONE WIRECORD Truck Tire.

In this, the strongest tire ever built, the body cords are twisted strands of wire. Every cord in every ply is five times as strong as the strongest cord heretofore used in conventional tires.

This cooler-running tire takes unbelievable punishment without blowing out, puncturing, or failing from any of the causes that ruin ordinary tires prematurely.

FIRESTONE WIRECORD Truck Tires are proving their superior performance on such operations as logging, strip-mining and other work where the vehicle is forced to operate over very rough roads under heavy loads.

Although not yet in volume production, this amazing new type tire is another example of Firestone's leadership in bringing you the Best Today . . . Still Better Tomorrow.

Firestone
Wire Cord
TRUCK TIRES

Copyright, 1946, The Firestone Tire & Rubber Co.

MEN WITH MONEY

With only one exception, the 680,000 Elks have an above-average income *higher* than the subscribers of any other magazine measured by Daniel Starch.

THE Elks MAGAZINE

New York - Chicago - Detroit

Supervisory Solution

Foremen's Club Head Sees Strife Answer In Growth of NAF Units

PITTSBURGH.—A challenge to industrial management to seek and find in non-collective-bargaining foremen's clubs the answer to current widespread agitation over unionization of industrial supervisors was issued here last week by Frank H. Irelan, president National Assn. of Foremen.

He spoke at the conclusion of a two-day meeting of the board. Irelan is general manager of the Delco Products division of General Motors, Dayton.

"Foremen's clubs," he said, "offer this to the foreman: self-improvement through education and association. They offer to management abler and more loyal representation at the point of production. To both man and management they offer a closely-knit management team. To the public they offer better and more efficient production, at lower cost.

"The National Assn. of Foremen does not spend its energies and its substance in controversy. We do not combat foremen's unions. We do, however, offer the logical alternative: training for the job of climbing the management ladder. Many of our members have climbed this ladder to the top."

It is not generally known, added movement is nearly half a century old. Exactly how old, no one knows for sure. It is natural for foremen to associate, as do doctors, scientists and engineers. The National Assn. of Foremen is nearly a quarter-century old.

"Our 140 members clubs in 34 states, plus many excellent independents, greatly outnumber foremen's unions in production industry. Of record there are more than 60,000, a figure which does not include uncounted hundreds of independent clubs."

NAF's two-day session of the association's 61-man board heard reports from zone and regional managers, and from the organization's field representatives, headed by Dr. James E. Bathurst, club service manager. Alternately presiding with Irelan was H. J. Post, Dayton, managing director.

The director's meeting followed the two-day second annual conference of Educational Directors in Irelan, "that the foremen's club Industry, sponsored by the NAF and attended by 650 industrial training leaders.

A NOVEL advertising medium is this midget automobile sign carrier in use at John (Babe) Reising's Nash dealership in Cincinnati. According to Don Hall, sales manager, three to four persons each day drop into the salesroom mentioning that they were attracted by the little car sitting outside or being driven through the streets. The sign can be changed as often as desired, telling of some new service or feature offered by the dealer.

World Trade Seen Hinging On British Loan Grant

By Mel Humphrey
Associate Editor

DETROIT.—The maintenance of prewar export markets and the expansion of these markets hinges on the granting of the $3¾ billion loan to Great Britain, Dean Acheson, undersecretary of state, told the Economic Club of Detroit last week.

"Without this loan, pending in Washington, American trade would be cut off from the entire British Empire with the exception of Canada and Newfoundland," Acheson said. He pointed out that the British pound sterling would not be exchangeable for dollars without the loan.

Under the terms of the loan, the British would guarantee a permanent exchange of American dollars anywhere in the sterling area, which covers more than three-fourths of the world trade market.

"The loan is not to be regarded on the same basis as lend-lease, or war loans," Acheson asserted. "It is entirely different, something Great Britain will pay back as long as a prosperous world trade exists."

Acheson listed the following five terms agreed to by Great Britain if the loan is granted:

1. Immediately after the credit becomes available, Americans will be entitled to receive dollars for all business conducted with the United Kingdom.

2. At the end of one year, pounds sterling can be exchanged for dollars anywhere within the sterling area.

3. At the end of one year, Britain would make pounds convertible into other currencies throughout the world.

4. From the effective date of the loan agreement, Great Britain would impose no import restrictions which would discriminate against the United States.

5. A substantial part of the $14 billion sterling indebtedness of Great Britain during the war would be written off the books as a contribution to the war.

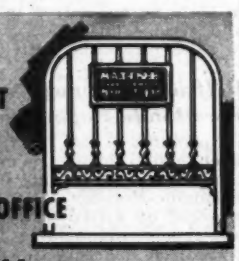
House Approves Mississippi Bill On Reciprocity

JACKSON, Miss. — Mississippi's house of representatives last week passed and sent to the senate a bill providing for complete reciprocity to out-of-state truck operators, subject to purchase of gasoline in this state equivalent to mileage traveled on highways in this state.

Eliminating the necessity for purchase of license tags by out-of-state trucks, the bill would apply to all states granting similar concessions to Mississippi operators.

The bill, it was explained, would permit non-resident operators to post bond and make monthly reports. Truck operators "just passing through the state" could exhibit a sales ticket showing purchase of gasoline in the state equivalent to the mileage to be traveled. The bill would eliminate trip permits now issued to certain non-resident operators using the state's highways.

Mississippi has a 6-cent-a-gallon gasoline tax, compared with a 7-cent levy in Louisiana. The three coastal counties of Mississippi are authorized to levy 2 cents additional gasoline tax.



YOU CAN'T FOOL the BOX OFFICE

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of their space in the
BUFFALO COURIER-EXPRESS
For "box office" results —
the Courier-Express Delivers the Goods!

Buffalo Courier-Express
BUFFALO'S ONLY MORNING & SUNDAY NEWSPAPER

WHAT do your customers want in their 194X cars?

IF you've kept your ear to the ground, you must have a pretty good notion of what the nation wants. It doesn't take a crystal-gazer to tell you that the size of the windshields and windows will loom B I G in the car of the immediate future. That was made clear by last year's SAE and newspaper-sponsored surveys. They revealed that men and women in every walk of life and in every car-buying income bracket wanted wider windshields and larger windows. They felt that these improvements would contribute to greater driving safety, more enjoyable motoring and smarter car appearance.

To help you capitalize on this desire for bigger body openings and better vision, "PITTSBURGH'S" famous Duplate Safety Plate Glass and Duolite Safety Window Glass are at your service. And, to help you make the best possible use of these long-popular, service-proved automobile and aviation safety glasses are the vast technical knowledge, research laboratories and modern production facilities of one of the world's leading glass manufacturers.

Our safety glass experts welcome an opportunity to consult with you on any problem involving the design and construction of your new cars.
Pittsburgh Plate Glass Company,
2155-6 Grant Building, Pittsburgh 19, Pa.

Safety Glass
"BY PITTSBURGH"

"PITTSBURGH" stands for Quality Glass and Paint

PITTSBURGH PLATE GLASS COMPANY

Fear Black Market Gains in N. Y. . . .

Dealer-Sponsored Bills Lag in Legislature

ALBANY. — Automobile dealers from throughout the state last week warned Gov. Dewey that failure to provide for registration of dealers would make New York the haven for black marketers, racketeers and car thiefs forced from business elsewhere.

The dealers called for passage and subsequent enactment into law of the Anderson-Rapp dealer responsibility bills, which provide that all automobile dealers must register with the Motor Vehicle bureau. Similar bills have been passed by three consecutive legislatures, but have been vetoed by the governor.

The dealers said that passage of the bills, from which all sections believed objectionable to the governor have been removed, would compel dealers to issue a certificate of fitness on used cars.

"The fact that only 50 percent of used cars are now covered by these certificates, which testify that brakes, lights and signaling devices are in good order, is proof that voluntary measures have failed," stated M. H. Yager, legislative chairman of the association.

"It does little good to call for periodic inspection of motor vehicles, and at the same time allow fraudulent dealers to sell used cars which do not meet even minimum standards of safety."

Yager said also that many fly-by-night dealers were not only carrying on a vicious black market in used cars, but were selling new cars at $500 over the established ceiling.

Passage of the dealer responsibility bills, Yager said, would stop all fraudulent and unlawful practices by enabling the Motor Vehicle bureau to check up on the past actions of each dealer and to stop any shady dealers before they get started and give the public an index by which to find the unscrupulous operator.

Among the bills reported are the Hults - Forsythe bill which would provide that the application for registration of motor vehicles on which ownership has changed, must be accompanied by a Certificate of Title, or bill of sale.

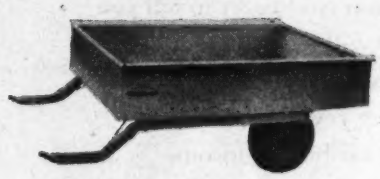
On the certificate of title, all liens, mortgages or conditional sales must appear as notice to subsequent purchasers or the seller would forfeit any rights of recourse or repossession against future buyers. This bill was introduced by Sen. William S. Hults jr., Port Washington, and C. S. Forsythe, Syracuse, both automobile dealers.

Legislation to provide that motor vehicles previously used as omnibuses or taxi-cabs should bear distinctive marking indicating such on subsequent registration, is sponsored by Sen. Hults and Assemblyman Jacob E. Hollinger, Niagara Falls automobile dealer.

A bill has been introduced jointly by Sen. Seymour Halpern and Herbert A. Rapp, chairman of their respective Motor Vehicle committees of both houses, to prohibit the sale of tires for scrap or reclamation purposes unless the beads have been cut to prevent their further use on motor vehicles.

In spite of the tremendous pressure that has been brought by automobile groups throughout the state, the governor's office and leaders still remain firm in staying off any action on the Hults - Stuart bill which would provide for a flat $10 annual registration fee for passenger cars. The Stuart bill was reported by the Assembly Motor Vehicle committee.

Other measures provide for the mandatory reexamination of motor vehicle operators who are accident-repeaters or who are persistent violators.



Mono-Wheel
TRAILERS
One and Two Wheel
DISTRIBUTORS WANTED
MARVILLE DWYER
TRAILER DIVISION
1835 North Eastern Avenue Los Angeles 32, California

He thought the Sales Manager had gone nuts . . .

See pages 22-23

The National Newspaper Network
METROPOLITAN GROUP

Dealers in the News

M. O. Anderson

MORRIS O. ANDERSON, recently elected first vice-president of NADA, is a western man, a native of Washington state, but his experience in the automobile field has been varied as to geography and positions held. He has served in the sale and distribution of motor vehicles in Detroit, Texas, Oregon and California, as well as in his home state.

M. O. Anderson

He has been an ardent supporter of NADA ever since he launched Anderson Buick Co., of which he is president and general manager, in Seattle in 1936. He has also been active in the Seattle Automobile Dealers Assn. and Washington Automotive Trade Assn., of which he is president, now serving in his eighth year.

In commenting on the present automobile dealer situation, he told Automotive News:

"There used to be a time of individual business men, of the rugged individualist who could go his way alone, but with the change in the pattern of business and government bureaus and myriad regulations, all that is past. It is very evident that maximum good for a dealer individually and business men in general is accomplished through cooperative effort as exemplified by NADA. This organization's experience has proven definitely that cooperation, association and exchange of ideas and ideals are necessary for a dealer to attain success . . ."

* * *

THE fact that NADA has such a remarkable membership record, now nearing 23,000, is pointed to by Anderson as evidence of appreciation of what has been done by this group. Many states throughout the nation have 100 percent membership. Washington, under the leadership of Anderson, was one of the first to reach this goal.

Anderson was born in Spokane 52 years ago. He entered the auto business prior to the first World War as a salesman with Western Motors (Guyler Lee), San Francisco, extolling the merits of Maxwell cars.

After discharge from the Army in 1918, Anderson went with Blackwell Motor Co., Spokane, selling Pierce-Arrows and Mack and Reo trucks. In July, 1921, he joined Eldridge-Buick Co., Spokane branch, as salesman for GMC trucks. He advanced steadily, soon becoming truck department manager, then wholesale manager, retail sales manager, and finally, manager of the Spokane branch. This was in 1926.

In June, 1928, he moved to Seattle, becoming general sales manager for Eldridge - Buick, distributors for Washington, northern Idaho, and Alaska for Buick Motor Co.

In 1930, Eldridge sold his wholesale business and Anderson went with Buick as zone manager for the same territory. Buick later purchased Howard Motor Co., distributors in Oregon, and consolidated the two territories. In the reorganization of General Motors sales units as BOP, Anderson became zone manager, out of Portland, for the combined territory.

* * *

LATER he joined the Motors Holding division, General Motors Corp., as assistant regional manager, with offices in San Francisco. For a time he was regional manager for the southwest territory, at Dallas, Tex., for eight states. Then Anderson was transferred to Detroit as regional manager for Motors Holding division. This was the latter part of 1934.

He left Detroit in August, 1936, coming to Seattle, where he purchased the Eldridge-Buick Co., upon the retirement of A. S. Eldridge. He founded the Anderson Buick Co.

Shortly thereafter he moved the business from its long-time home on Auto Row to the Westlake district adjacent to the main shopping district of down town Seattle.

Now an estimated $150,000 is being expanded to remodel throughout and to erect an addition of 30,000 square feet, to the present 60,000 feet of floor space.

In addition to all his other activities, Anderson is president of Broadmoor Golf club; for six years he has been on the board of governors of the Washington Athletic club; he belongs to the Press club, Rainier club, Seattle Golf club, Eagles, Masons and Shrine. He is on the draft board in his district and at present is chairman of the employment committee of the draft board to aid veterans in getting jobs; he is chairman of the labor committee of the Seattle Automobile Dealers Assn., and just to keep time from hanging heavily on his hands, was elected as one of the 15 freeholders of the city to write a new charter for Seattle.

Oh, yes, he is also a member of the Seattle Chamber of Commerce, and somehow finds time to make golf a hobby.

Dealers Plan Protest Trip to Indianapolis

SOUTH BEND. — Dealers here voiced disapproval last week of the action of OPA in reducing dealer margins and warned, too, that wartime civilian car owners may find it increasingly difficult to get new cars until they are plentiful unless they have trade-ins.

It is planned to go en masse to a meeting of Indiana Automobile Dealers Assn. in Indianapolis to further protest the OPA action.

John S. Moulder said that he and others were not so much disturbed by the fact that their margins have been cut as they were by the way OPA went about the business.

The dealers were not taken into the discussions, he charged, when it came to figuring out ways of meeting the union wage demands and now they are being asked to absorb a considerable portion of higher production costs.

Concerning reports from other cities that dealers will begin black market dealing to increase profit margins, Moulder said local dealers are strongly opposed to such ways of doing business and are only looking for others to match their fair trading practices. He said the cuts which have been passed on to the dealer organizations leave them operating on margins generally about one-third less than before the war although their costs have increased.

Moulder commented the smaller margin of markup was not too important today when the demand for new cars is excessive, but it will be when automobile selling becomes competitive again.

Surplus Sale Set For Camp Mabry In Tex., Apr. 1-13

WASHINGTON.—More than $4½ million worth of new and used automotive assemblies and parts will be offered at Camp Mabry, Tex., Apr. 1-13, in what is termed "the biggest fixed price disposal sale WAC has held for the automotive industry," it announced last week.

Thousands of new, reconditioned and used engines, front and rear axle assemblies, transmission, carrier, and differential assemblies, and miscellaneous storage gear assemblies, and transfer cases will be offered to dealers. In addition, there are thousands of dollars in smaller new and used parts, it was stated.

The sale will be directed primarily at automotive engine assembly and parts dealers all over the midwest. Any state or municipal government exercising its priority, as well as veterans, will buy with dealers simultaneously.

It was made clear that this concurrent sale will not deny any individual veteran of his preference since the WAC is at the same time conducting national sales in all parts of the country, reserving smaller amounts of automotive equipment of this kind for priority holders.

WAC has announced that qualified purchasers at the sale will include the following: priority claimants, automotive dealers and rebuilders, parts dealers, fleet operators, and auto wreckers.

Registration for the sale will begin at 9 a. m. March 29 and continue two days at the ordnance shop at Camp Mabry, Austin, Tex.

Cook Appointed Head of Nash Fleet Sales

DETROIT. — W. A. Cook has been appointed manager of Nash Motors' commercial department in charge of fleet sales, H. C. Doss, vice - president and general sales manager, announced last week.

W. A. Cook

A graduate of the University of Pittsburgh, Cook entered the auto business in 1929, as a dealer representative. In 1934 he joined Ford as Pittsburgh zone manager, later serving Ford in various sales and service capacities until 1941.

He became associated with Nash in 1942 and has served in the parts and service operations as well as in sales promotion activities.

Helfrich to Manage Sales For Houde Engineering

Appointment of **Henry J. Helfrich** as divisional sales manager of the Houde Engineering division of Houdaille-Hershey Corp. is announced by Alfred C. Ryan, assistant general manager.

Helfrich has served with Houde since 1938 in the engineering and sales departments. From 1920 to 1934 Helfrich was a member of the Pierce-Arrow Motor Car Co.'s engineering staff.

ONE CAN'T MISS Art Hall's Lincoln-Mercury dealership in Long Beach, Calif., especially not at night. This enterprising dealer has rigged up a set of neon signs that are business drawers and yet in good taste.

French View

deMichaelis Reports on His Visit To U. S. Plants and Dealers

EDITOR'S NOTE: *The following article appeared in the Dec. 6, 1945, issue of L'Argus, French automobile trade weekly, following a visit by Georges deMichaelis to the United States last summer* (see AUTOMOTIVE NEWS *of Sept. 24*):

Mr. deMichaelis, a personality well known in automobile trade circles, has given to *L'Argus* the outline of the impressions he gathered during his voyage of nearly three months in the United States. Honorary president of the C.S.N.C.R.A. and honorary president of the Citroen dealers group, Mr. de Michaelis who speaks English fluently, was received with the greatest kindness by the NADA—an association equivalent to our C.S.N.C.R.A.; by the AMA—equivalent to our C.S.C.A., as well as by the executives of the principal American manufacturers.

Mr. deMichaelis insisted that we should emphasize the extreme friendliness and cordiality shown to him by Messrs. Romney, Purdy and Pearson of the AMA; by Lee Moran of the NADA; by Mr. Roberge of the Ford plant; by Messrs. Slocum and Wemhoff of the AUTOMOTIVE NEWS, as well as by Messrs. Coyle, Holler, Keating and French, of the powerful General Motors Corp.

Witness of the first movements of the strike which extended as now known, Mr. deMichaelis does not bring back from America a disquieting picture. With an energy, stubbornness and fulness that we should know how to appreciate properly American press and radio hammer only on one point—that of the reconversion. Be he worker or employe, industrialist or wholesaler, a businessman or financier, the American individual is thinking only of the switch from war production to peacetime production.

"Let us accept as assured," said Mr. deMichaelis, "that a field of understanding will be found. But for the present the word is 'strike' as a means of action on the part of the workers who have moreover for the most part their own automobiles."

No Time for Politics

These strikes are demonstrations of an economic kind as little political as it is possible to imagine. Sure enough, and it may seem curious to us and even enviable, but once the election period is passed the American people devote their whole time to work, family and their favorite amusements; there is in them little or no place for political preoccupation.

Country of mass production, the United States are dominated by statistics. Included in these is one which reflects eloquently the enormous immediate needs of the country for automobiles. It is the statistics of traffic. It appears in effect from the comparison of the registrations for the year 1941 (last year of normal production) with those of 1944 that in two years of non-civilian production the automobile registrations were lowered by more than 4 million vehicles. The more optimistic experts estimate that this reduction must have attained in 1945 the figure of 7 million vehicles.

There are thus to be produced at once millions and millions of cars and trucks without counting replacements.

Does not one actually see thousands of old jalopies in the streets of New York, the city which formerly flattered itself on having the most beautiful cars in the world?

In Draconian Fashion

The American manufacturers are ready to respond to these demands. They are ready, industrially and commercially. For a number of years they have preoccupied themselves in obtaining a net work of dealers of a relatively limited number, but very solid materially (capital and installations) and morally (men of sure business, knowing the line and devoted to the tradename). The commissions are very broad; direct sale is regulated in a draconian fashion; draconian also are the arrangements against the granting of rebates. The obligations accepted are respected completely. Let us bow to this double discipline freely agreed to. In fact, in rebates on cars and trucks as well as on accessories and fittings, they are far from the burdens actually and regretfully accepted in France. The Americans have understood that in order that operation can be strong it must be happy to work and to earn its living in a broad way. But that is another story.

To say more would be to take the bloom off the addresses that Mr. deMichaelis is going to deliver in response on the one hand to the initiation of Mr. Desombiaux, Commission of the Professional Office of The Automobile, and on the other hand to his friends of the group of Citroen dealers and to the C.S.N.C.R.A.

Before finishing we wish to thank the American automobile trade for the tokens of esteem and of understanding with which they surrounded Mr. deMichaelis, showing in this way that the bonds tied in the fields of battle 1914-1918 and more recently in the war which is now being wound up, have not disappeared from the hearts of those who consecrate their activities on one side or the other of the Atlantic to the spread of the automobile.

PACKARD Cape Cod Motors (Packard-International Trucks) in Hyannis, Mass., has adapted the Cape Cod design to business in this distinctive dealer building. Warren R. Corliss, head of the firm, says the building will have radiant heat and the new cold cathold lights. It will be of brick and have a frontage of 70 feet and depth of 115.

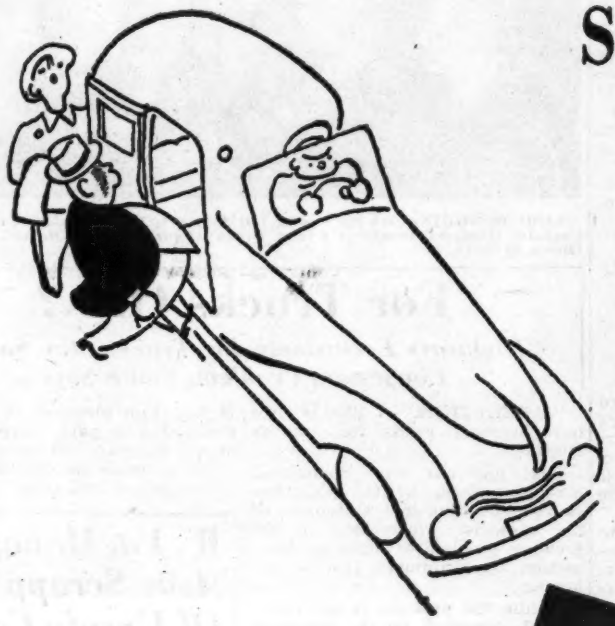
Mack Appoints James Aide to Chief Engineer

NEW YORK.—F. E. James has been appointed assistant to the chief engineer of Mack Mfg. Corp. James will be in charge of Mack's fire apparatus engineering.

James joined the Mack organization in 1926 as a draftsman. From then until receiving his recent appointment he served successively as squad leader, bus and truck development engineer, chief draftsman for fire apparatus engineering and fire apparatus engineer.

U. C. Dealer Robbed

ST. LOUIS.—John Coll, a used-car dealer at 4111 Natural Bridge Ave., was robbed last week of $1,400 in cash by two armed bandits who returned a wallet containing $20 that belonged to Coll's friend, Jack Humphrey.



Both of Them Sure-fire Winners

In Baltimore, picking the winner is easy . . . whether it's the best-selling car or the best-selling paper. Naturally enough, the automobile that's preferred by more Baltimoreans than any other advertises regularly in Baltimore's biggest newspaper — the News-Post, first for 19 years. To put your product, too, in the championship class there's no surer wager than the . . .

Baltimore News-Post

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE

Labor's Right to Coerce?

Richberg Calls for Curb Against Union Bulldozing of Country

WASHINGTON. — The right to strike and the right to stick a gun in the ribs of the nation are two different things, Donald R. Richberg asserted here last week.

Richberg, former NRA boss and long considered a friend of labor, condemned the day-by-day strikes with which unions are bulldozing the community as well as management.

He called for the federal law to "compel the peaceful settlement of labor disputes and to end this shameful era of legalized industrial warfare."

One of the authors of the Railroad Labor Act that has kept peace in the railroad industry for 20 years, Richberg said that the public will continue to be beaten over the head until Congress enacts a new law to give collective bargaining a chance.

While the act he has in mind would not outlaw strikes, he said, it should make full provision for all peaceful steps to settle industrial disputes, with the strike as the last resort.

Richberg said that in committee hearings on the recent law bills that have been considered, all labor leaders condemned them and none would offer any alternative.

They want labor laws left just as they are, he said, because they compel everybody else in the country to be good to unions.

What we need now, he asserted, is a law to make unions be good.

The domineering attitude of labor unions is a threat to the American system, Richberg said. Under the present law, all emphasis is on the use of force, encouraging the worst type of labor leadership, he added. Pure viciousness pays off under the present system, he said.

But businessmen must play a part in correcting these conditions, Richberg pointed out. He said that one congressman told him that during the discussion of labor bills he had received plenty of protests from labor unions but not a single indication from a businessman as to where he stood.

Polls, Richberg said, have indicated that the majority of workers favor collective bargaining rather than collective coercion. They are lawabiding citizens and the only reason they are taking part in this war on the community is that they are told by their leaders that it is lawful.

As long as the law encourages such leadership, the country is going to get it in the neck.

General Tire Sees Further Growth, O'Neil Says

AKRON.—"New products, expansion of tire building facilities, and cooperative affiliations with other leading manufacturers marked the completion of the thirtieth year of General Tire & Rubber," William O'Neil, president, said last week.

Wm. O'Neil

General looks forward to increased growth in new manufacturing fields, he asserted.

Sales for the fiscal year ended Nov. 30, were the greatest in the history of the company, totaling $87,095,110, O'Neil said. Profit after all charges amounted $1,607,543.

"It should be pointed out, however, that the profit has been materially affected by accelerated amortization, both for the current and prior years, of facilities acquired under Certificates of Necessity, and by the adjustment of the provisions made in prior years for contingencies and Federal income taxes," he said.

"In the tire field we were able to reconvert quickly. Demand for truck and passenger car tires is tremendous.We recently announced the perfection of an automatic tire building machine which produces passenger car tires at a much greater rate than previously had been possible."

In Wabash, Ind., the mechanical goods division reconverted immediately to peacetime work and is supplying rubber and metal mechanical goods parts to many industries throughout the country.

To strengthen further our position in the tire field, we acquired ownership of Pennsylvania Rubber Co., he added.

General Petrol Advances Two

LOS ANGELES. — Clarence S. Beesemyer, vice-president and director of marketing of General Petroleum Corp., announces the appointment of V. A. Bellman and Felix Chappellet as his assistants.

V. A. Bellman

F. Chappellet

Belman joined the company in 1933, and has held numerous important posts in Los Angeles and the Pacific northwest. Chappellet joined General in 1924 in the production department. Later he became marketing branch manager, district manager and subsequently manager of the real estate department, which position he held at the time of the present appointment.

Service Club Revived by Ford Spokane Dealers

SPOKANE, Wash. — At the first meeting of the Inland Empire Ford Dealers Parts and Service Men's club since the attack on Pearl Harbor, the training of returned service men in advanced car repair and parts stock handling was the principal subject discussed.

The organization's purpose is to standardize and improve automotive service in the Spokane area. The club will also serve as a clearing house for ideas in the parts field.

James Ashlock, parts manager for Ernie Majer, local Ford dealer, presided at the meeting. Officers elected were: Billy Schoenberg, McVollum-Drawford Motors, Dishman, Wash., president; Clarence Madison, Adams Auto Sales, Lewiston, Ida., vice-president, and Ashlock, secretary-treasurer.

A Nod to Dobbin

5,000 Bermuda Residents Oppose Use of Autos

HAMILTON, Bermuda.—A petition opposing the general use of automobiles in Bermuda was presented to the legislative assembly, last week signed by 5,000 residents representing approximately 16 percent of the entire population of the island.

The petitioners stated they were opposed to the general use of cars in the colony which had previously been without vehicles because: It would seriously harm essential trade of the colony; endanger the safety of children and others of the population; benefit only a few, and would be contrary to the public interest in general.

The petition will be considered at the same time as a bill submitted by a committee of the island's legislature which proposes to restrict private automobiles in Bermuda to one car for each household.

Legislation preventing the use of private automobiles expired at the end of last year, and at present, a temporary law is in force, permitting the general use of motor cars.

Dealers Fete Whiting . . .

HENRY WHITING, who is leaving Packard to open a Packard dealership in Grosse Pointe, Mich., was feted at a luncheon last week by present and past officers and directors of Detroit Auto Dealers Assn. Left to right, Arthur Summerfield of Flint, NADA director; Whiting; Webb Kay, Detroit Ford dealer, and Paul Graves, managing editor of DADA.—Automotive News photos by Marty Pierce.

OTHER DADA OFFICIALS present to honor Whiting were, left to right, Pat O'Dea (Studebaker), Jack Rose (De Soto-Plymouth), and Dave Barnett (Chrysler-Plymouth).

ALSO HONORING Whiting were, left to right, Bruce Dodds (Ford); Claire Canfield (Dodge-Plymouth); Glenn Broze (Pontiac), and Harry A. Bonelli (Buick branch).

For Trucks Only?

Highways Exclusively for Trucks May Solve Congestion Problem, Smith Says

WASHINGTON. — Should we have express roads for express trucks?

That question was propounded here last week by the Keystone Automobile Club in a statement of the motorist viewpoint on the growing problem of highway domination by mammoth trucks and buses.

"While the problem is not new," said J. Maxwell Smith, Keystone president, "it is getting bigger—like the trucks. Some of these days we've got to face it. Maybe express roads for express trucks is the answer. Whatever it is, the problem must be resolved in favor of the automobile."

At last accounting, he said, "there were more than 26 million automobiles registered in the United States, a wartime drop of some 3 1/3 millions, but when production of new cars gets into high gear, the all-time peak of 29,418,314 automobiles, reached in 1941, will unquestionably be topped."

Against the present total of passenger cars is a registration of less than 5 million trucks. This ratio probably will be carried into the future.

"Obviously, the tail will be wagging the dog unless some solution is found for the highway truck problem."

It is conceded that commercial vehicles are as much a part of the American scene as the corner drug store. Country-wide, they've been growing bigger and bigger, Smith pointed out.

"Only west of the Rockies do the mammoth diesels flourish at this time, but there are plenty of gas-driven vehicles of boxcar size on eastern roads. We've all seen them on the hills, crawling up slowly, with long lines of automobiles trailing, and dashing down grades at a speed too fast for most drivers to venture overtaking them.

"Motoring under these conditions is far from pleasant or safe. The motorist who pays the major part of the highway bill has a right to insist on roads he can use without undue delays and peril."

W. Va. Manager Asks Scrapping Of Unsafe Cars

CHARLESTON, W. Va.—Establishment of ways and means for permanently removing from the highways all motor vehicles found by inspection to be unsafe and unfit for proper repair was recommended last week by William Randolph, secretary-manager of the Automobile Dealers Assn. of West Virginia, as one of the important phases for consideration by the President's Conference on Highway Safety which convenes in Washington May 8-10.

The recommendation was made in a letter to Maj. Gen. Philip B. Fleming, general chairman of the conference.

In his letter, Randolph said:

"While the value of safety education stressing the need for courtesy on the road and careful driving cannot be discounted, we are faced today with a companion problem. With the exception of the relatively small amount of new 1946 cars released to the public it is conservatively estimated that of the 24 million passenger cars on the highways; 50 percent are eight years old or older; 30 percent are 10 years old or older and if a crushing blow is to be delivered against highway fatalities, ways and means must be established for a uniform junking plan of all vehicles found by inspection to be unfit for operation and impossible of repair to make them safe upon the highways."

Need a Service Man—Want a Job—try a want ad in Automotive News. They get quick results!

Dealer Personnel

William E. Waters Joins Father in Calif. Firm

William E. Waters has been elected vice-president and acting-treasurer of James F. Waters, Inc., Northern California De Soto-Plymouth distributor, San Francisco.

He is the son of **Robert A. Waters**, president. He was a captain of artillery in the Pacific. Another son, **Robert jr.**, is general manager.

* * *

Dealer Wilcox Returns To West Seattle

After four years in the Army, **Howard Wilcox**, owner of Wilcox Motors (Ford) West Seattle, Wash., has returned. A sergeant in the first war, Wilcox rose to the rank of lieutenant colonel in World War II. During his absence the business was conducted by **Miss Adalyn Short.**

* * *

Corrigan Returns

Lt. Frank E. Corrigan has returned to the sales division of Capital Automobile Co. (Cadillac-Oldsmobile), Atlanta, Ga., with which he was associated for a number of years prior to entering service. Corrigan now is on inactive status as a lieutenant in the Maritime Service after having served as regional public relations officer of the War Shipping administration in the southeast.

* * *

McClinton Returns

Capt. J. S. McClinton jr. last week returned to the McClinton Chevrolet Co., Parkersburg, W. Va. He left the dealership in 1942 to serve in the armed forces and participated in the Normandy, Central Europe and Rhineland campaigns. After V-E Day he was stationed in Austria.

* * *

Martin Resumes Post

Hilary Martin has resumed his prewar duties as retail sales manager for Earle C. Anthony, Inc., San Francisco, **Joe Jones**, Packard zone manager, announced last week.

* * *

Clark Heads Hub Sales

Robert C. Clark, central New York automobile executive, has been appointed general sales manager of Hub Motor Sales, Inc., Syracuse, newly-appointed distributors for Kaiser-Frazer in 10 upstate counties.

* * *

Riegel Returns

Jack Sullivan has been appointed used-car manager for Riegel Bros. **Walter Hilligoss**, general manager, announced last week.

Dick Riegel, discharged from the Coast Guard, is in charge of the new car department. He is the son of **Dee Riegel.**

* * *

Price with Silcott

Marvin R. Silcott, for the past four years a general foreman at Boeing Airplane Co., has been appointed manager of Mercury sales for Price Auto Service Co., Wichita, Kan. He was with Price prior to the war.

* * *

Seidl Heads Sales

L. D. Seidl, a returned veteran, has been appointed general sales manager of Butts Buick Co., Wichita, Kan. **L. W. Hein**, formerly Kansas City regional service and parts manager, has been named manager of the service and parts department.

* * *

Parkinson with Hubach

C. R. Parkinson, resigned assistant Pacific Northwest zone manager for Dodge has joined **John F. Hubach** in Habach & Parkinson Motors (Dodge-Plymouth), Oregon City, Ore.

* * *

Named U. C. Manager

Elwyn W. Tomlinson, of Capital Automobile Co. (Cadillac-Oldsmobile), Atlanta, Ga., announces the return to his sales staff of **Ed Robertson** as manager of the used car department. Robertson was associated with the dealership from 1934 to 1942.

FOB FACTORY

Automatic Machines May Cut Costs

By A. H. Allen

IN SEEKING ways to permit automobile manufacturers to trim costs, a paramount issue these days, machine tool builders are cooking up automatic and combination machining units which are wonderful things to behold. Milling, drilling, reaming and tapping operations often are combined in a single group of units, so that all that is necessary for an operator to do is load the part, press a button and unload it after the machine has automatically gone through its cycle.

Formerly, where individual machines were used for each operation, considerable manual handling was necessary from one machine to another, plus a degree of attention as to the machine controls as well. The result of combining operations and automatic cycling is that fewer operators are required, much time is saved and net cost of the finished part reduced sharply.

A. H. Allen

However, it is possible to go too far in this direction. In the first place, these complicated machine units with their auxiliary electrical brains which may take up more room than the machine itself, cannot be bought for peanuts, and the amortization of a capital investment has to be charged against production costs. In the second place, they require electrical wizards to service, and once something goes wrong it is a tedious process to locate and correct the difficulty. The down time on such a machine, resulting from the search for a minor defection, can quickly eat up all the savings that might have resulted from its automatic functioning.

What the master mechanic has to decide—and it is no simple matter—is how far to go in the direction of multiple operation automatics, taking into all considerations such as savings in manual labor, reduced conveyor lines, maximum amount of production desired in a given time, likely delays because of maintenance, etc. When he finally strikes a balance it may show the proposed investment to be unsound, perhaps for the simple reason the machine is too fast for the overall manufacturing tempo. Idle machines cost money, and there is no point to accomplishing eight hours' production in an hour, if the automatic unit has to gather dust for the other seven hours.

In the face of currently inflated labor rates, it is certain manufacturers are going to lean in the direction of automatic equipment despite the expense, but a measure of caution is in order.

* * *

Waste, But . . .

A PORTION of the high overhead costs being experienced by passenger car builders is ascribable to practices which in normal times would be avoided as unpardonably wasteful, but which today are adopted because they are the only means to keep even a little production rolling. These technics include such things as Ford's emergency switch to propane gas in open hearths because of a temporary shortage of blast furnace gas; specifying costly materials of one sort and another in the face of inability to obtain delivery of lower-cost items; Chrysler's use of brass plating on aluminum pistons to conserve tin, etc.

This policy of grab-anything-and-never-mind-the-cost was prevalent throughout all industry during the war years and probably many purchasing departments still have the virus, but it seems destined to be immunized before too long.

* * *

Economies Seen

CONTINENTAL'S new line of diesels features a novel design detail in its "dyna-cell" auxiliary chamber on each cylinder which brings about a delayed combustion with resultant minimizing of strains on working parts.

The principle permits interchange of elements in both gasoline and diesel engines built by the company, and should also serve to reduce weight per horsepower below the usual figure for diesels. Economies in manufacturing also would appear possible.

* * *

More Tme

FOLLOWING Ford's announcement of deferring introduction of new models, speculation is heard as to how the thousands of skilled tool and die craftsmen in the large Rouge tool and die shop will be kept busy.

This type of help is at a premium these days, and the company will certainly not be inclined to reduce its tool and die force, yet with the next tooling program postponed there would appear to be ample hours available to carry forward many new model projects.

Hardinge to Build Automatic Clutch

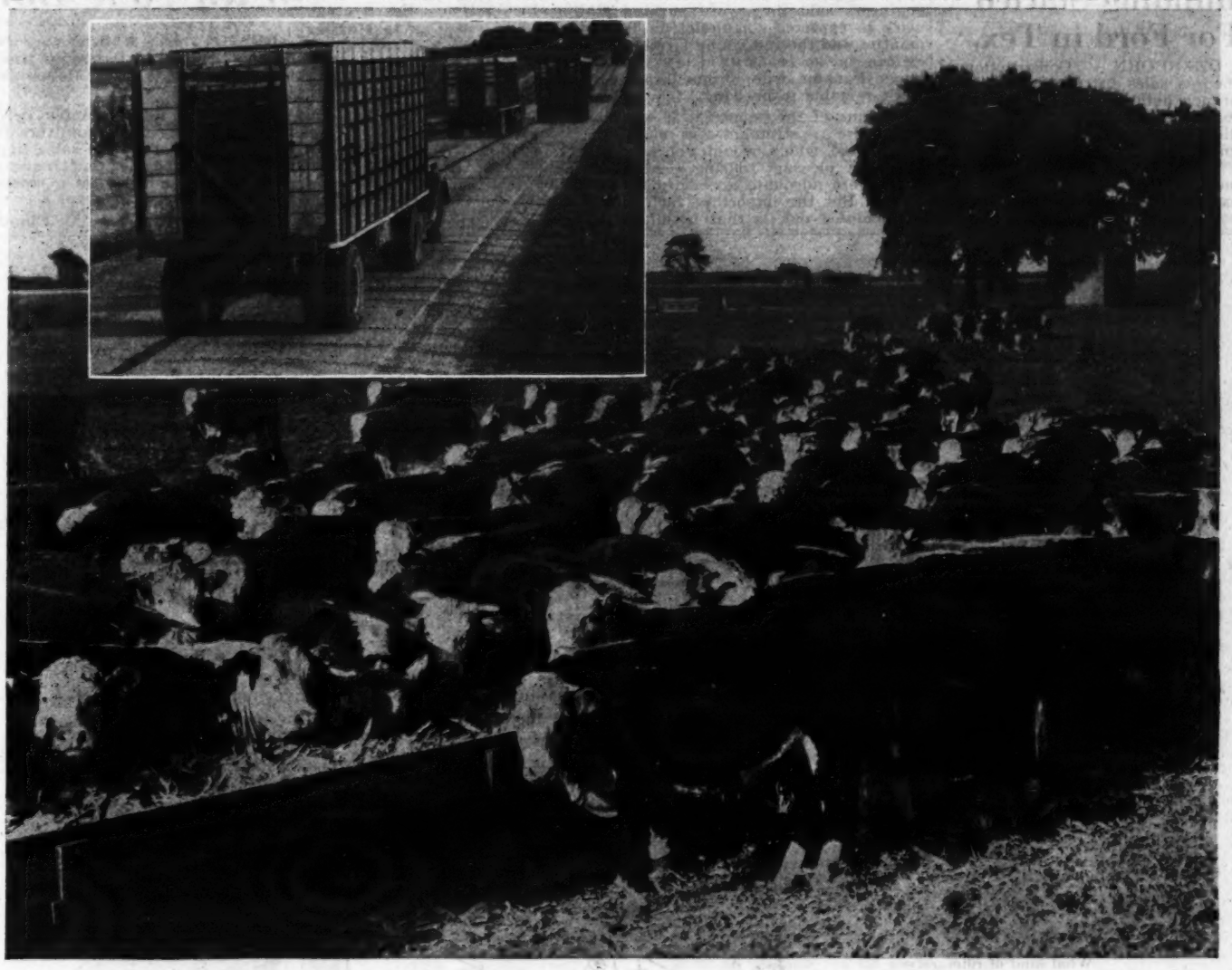
YORK, Pa.—Manufacturing and sales rights for the BLM "Auto-Centrl" clutch have been obtained by Hardinge Co., Inc., from Automatic Clutch Corp. of Canada, a subsidiary of British Meter Co.

The automatic clutch, which is available in sizes from fractional horsepower to 5,000 hp for any type of power drive, has been in service for several years and more than 10,000 installations have been made, the York firm said.

Traffic Fatality Rate Soars in Nebraska

LINCOLN, Neb.—Traffic fatalities are mounting at an alarming rate in Nebraska. The State Safety Patrol reported last week that arrests for traffic violations for February increased by 21 percent over January.

LIVESTOCK FARMERS—THE BACKBONE OF AMERICA'S FARM BUYING POWER



Livestock Farms Motorized . . . Modernized

LIVESTOCK farmers rely on motorized equipment for convenient, speedy and economical production and marketing. Almost invariaby multiple units of cars, trucks and tractors are in use on the livestock farm and they get practically year around usage.

Meat animals alone truck-hauled to market annually exceed *nine million tons.* Trucks now transport 57 per cent of the enormous tonnage of cattle, hogs and sheep from farms to market terminals. In the past year more than 42 million head of livestock rode to market via the highways, traveling an estimated distance of 700 million miles.

Automotive transportation is a major factor in maintaining high production in the livestock industry. Because livestock farming is efficient, it naturally follows that those engaged in it are progressive and the first to take advantage of improved equipment. Trucks and automobiles bring trading centers closer to the farm, make farm living more enjoyable and widen the margin of *farm profits.*

The Corn Belt Farm Dailies serve the livestock industry with essential market and business information . . . timely, comprehensive agricultural and world news. The subscription price is the highest in the agricultural field—$5.00 per year. Issued daily from the four basic livestock markets these publications provide, without waste, the most effective coverage of the livestock industry.

THE CORN BELT FARM DAILIES

GENERAL OFFICES UNION STOCK YARDS, CHICAGO 9, ILLINOIS

CHICAGO DAILY DROVERS JOURNAL • KANSAS CITY DAILY DROVERS TELEGRAM
OMAHA DAILY JOURNAL-STOCKMAN • ST. LOUIS DAILY LIVESTOCK REPORTER

THE - PUBLICATIONS - OF - THE - LIVESTOCK - INDUSTRY

Inter-American Road

House Group Completes Inspection, Urges Opening Soon

WASHINGTON.—Members of a sub-committee of the House committee on Roads returned here last week from an inspection of the Inter-American Highway satisfied that the road should be opened for its full length at the earliest date consistent with sound construction.

The party reached Washington by Army plane after a tour embracing over 10,000 miles of travel in three weeks. Of this, 5,000 was by ship and rail; 4,000 by plane and conservatively 1,500 miles by road.

Gone three weeks, the group was received by the presidents of Panama, Costa Rica, Nicaragua, Honduras, Salvador and Guatemala; the ambassadors and other officials of the United States stationed in these countries.

It was reported that physically, the road is now open to travel for all but about 250 miles of its total length of 3,200 miles from Laredo to the Canal Zone. Of this about 100 miles are in Mexico where the engineers said they were pushing work to expected completion in 18 months, and the remaining stretches are in lower Costa Rica and upper Panama where some heavy work remains to be done.

In some of the countries, it was said, there are stretches of a rough, dusty road which would not now make for pleasant touring even if there were adequate accessory facilities. But the important fact, it was pointed out, is that in all of the Republics, early completion of the road is recognized as an essential to its future development.

The sub-committee will later draft a report on its findings for submission to Congress.

Building Started For Ford in Tex.

DEARBORN. — Construction of the new sales distribution and parts branch building for Ford in Houston, Tex., is under way, J. R. Davis, director of sales and advertising, announced last week.

The plant, one of several being built in the company's $200 million expansion program, is expected to be in operation this fall.

Philco Plans Full Line Of Vehicle Telephones

PHILADELPHIA. — Philco Corp. plans to produce and sell a complete line of mobile radio-telephone equipment to provide dial telephone service in automobiles, trucks, buses and taxicabs, as well as police and fire equipment, it was announced last week by John Ballantyne, president.

"It is expected that with this equipment and the proper central station installations, the average motorist, bus, truck or taxi driver will be able to call his home or office, while driving along the highway, by merely dialing the correct number," Ballantyne said.

"Your paper is really giving us good results, much more than we had anticipated and we are sure any one advertising in your paper is more than pleased with the results obtained." Tow Bar Sales Company, 100 South Clinton Street, Chicago, Illinois.

FEAZEL MOTOR CO. (Ford), Ruston, La., celebrated its thirty-fourth anniversary as a Ford dealer with a barbecue and party in its showroom Feb. 13. A large cake with 34 candles was presented to L. M. Feazel. K. C. Elliott, partner, praised the employes for their contribution to the success of the firm.

Feazel Co. Marks Birthday With New Bonus Plan

RUSTON, La.—A firm may be old and young at the same time, the record of Feazel Motor Co. (Ford) here indicates.

Last week Feazel Motor celebrated its thirty-fourth anniversary as a Ford dealer. At the same time it celebrated the fact that January parts and labor sales set a record for the 34 years.

L. M. Feazel and K. C. Elliott, partners in the firm, turned to incentive plans as the solution to labor unrest that is plaguing most of the country.

As they celebrated January's record, they announced that employes would receive an increase of 20 percent in pay due to their participation in a new bonus and incentive plan which rewards extra performance.

And as a climax of the celebration, Feazel announced a new bonus plan for all employes to be given in addition to all other existing bonuses.

Under the new plan, 10 percent of the profits of Feazel Motor will be divided among all employes. Each employe will receive a proportionate share of the bonus in direct ratio to his salary.

Officers of the firm say that the spirit of the whole organization has been high and that they will do their best to keep it that way.

Elliott served as a commander in the United States Naval reserve during the war.

George S. Rapier, former business management supervisor of the New Orleans branch, was master of ceremonies at the celebration.

Another feature of the celebration was the gift of silver dollars—polished to mirror-like perfection—to each employe for each year of his service.

What's Cooking for

Science ILLUSTRATED

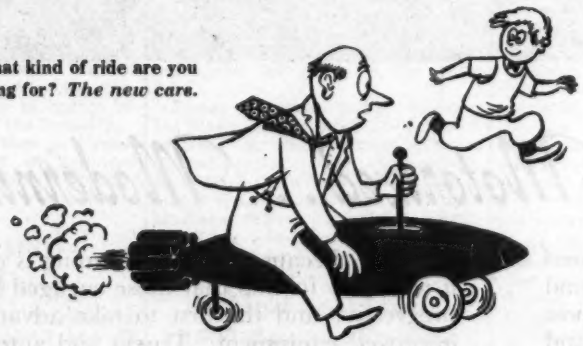
SCIENCE ILLUSTRATED is being thumped into vociferous life.

We, the parents, at McGraw-Hill, believe it's going to enjoy a lusty, influential life. We're sure we've got something hot.

We have created SCIENCE ILLUSTRATED to bring home to great masses of people just what science is doing to them and for them, and how and why. To do so in terms they *get*—and relish.

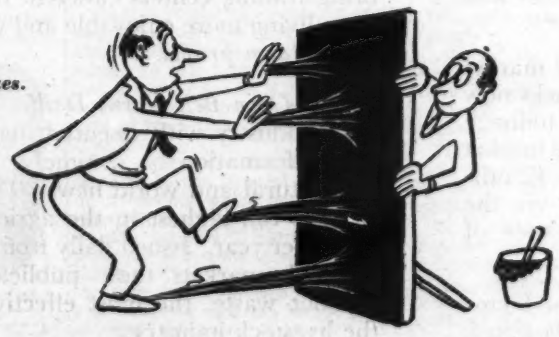
SCIENCE ILLUSTRATED will be authoritative, exciting, graphic. More than sixty percent of editorial matter will be pictures.

What will it look like? We can give you a taste of subjects now being worked on, considered, tentatively scheduled for early issues. Here's just a little of what's cooking:



What kind of ride are you going for? *The new cars.*

Lifelong pleats: *in new fabrics.*



Hold everything: *the new superglues.*

. . . **And much, much more.** New ideas, new comforts, new products, new conquests born of science.

SCIENCE ILLUSTRATED, then, will attract a unique kind of audience. A peculiarly alert, inquiring one. People eager to read news and information about new things and new means which may enrich their lives. They will comprise a highly attentive, thorough-reading kind of audience.

And they will be the kind of people who by nature are enthusiastic to be pace-makers for the great mass of consumers when it comes to getting and using new things.

So this audience will be one which an advertiser will be particularly anxious to secure for his message.

Advertising forms close 10th of second month preceding date of issue

Initial print order, 500,000 copies; circulation guarantee, 250,000. Twenty-five cents. For further, full details, address SCIENCE ILLUSTRATED, 330 West Forty-second Street, New York 18, N.Y. Or phone your nearest McGraw-Hill office.

SCIENCE BROUGHT HOME TO YOU

Parts Paucity Slows English Car Output

LONDON.—(UTPS)—Shortage of accessories and components has had a very serious effect on the smooth flow of British cars from the production lines during the last few months and is the biggest present headache in the industry. Labor and material shortages are preventing maximum production.

Lines of cars are being held up, often for one small but essential component. Net result of this delay must be a very definite time lag in the delivery of cars ordered in the first flush of enthusiasm after the lifting of the licensing obligations. That demand is still as great.

Exactly how long it will be before these bottlenecks are eliminated it is impossible to say. There is also a feeling that the bulk of output at present available will be fed to export and that this policy will naturally add to the shortage of home deliveries.

The decision not to proceed with a Motor Show in either London or Glasgow has been a definite disappointment to all in the trade although it was perhaps inevitable.

2 More Suppliers Reopen at Buffalo

BUFFALO. — Two more plants making parts for the auto industry have settled their labor difficulties and returned to work.

Crosby Co., producer of metal stampings, has signed a new contract with the United Steelworkers of America-CIO, providing an 18½-cent-an-hour raise. The city's oldest strike ended with settlement of differences between American Brake Shoe & Foundry Co. and its workers. This plant had been idle since Nov. 5.

What do you want to buy, sell or trade? See Classified Want Ads, inside backcover this issue.

AUTOMOTIVE WASHINGTON

Weak Case Bill Ready For Senate Floor

By William Ullman

THE EMASCULATED Case bill reported by a Senate subcommittee is expected to be reported by the full committee to the Senate without substantial change. It provides for a new and independent federal mediation board to which would be transferred the conciliation and mediation activities of the Department of Labor. The bill provides that the board shall encourage the making and maintenance of collective agreements and assist the parties to labor disputes to reach agreement through its conciliation and mediation services or to submit the controversy to voluntary arbitration.

The parties also are encouraged to provide for the final adjustment of grievance disputes, and only as a last resort and in exceptional cases may the mediation and conciliation services of the board be utilized.

Wm. Ullman

No provision is made for either factfinding or for "cool-off" periods. All provisions requiring good-faith, collective bargaining and mutuality of contract obligations apparently have been eliminated, together with the sections regulating violence on the picket line, prohibiting secondary boycotts, permitting injunctions against violence and removing supervisory employes from the jurisdiction of the Wagner act.

The bill thus reflects a continuation of government interference in the settlement of labor disputes, regardless of the insignificance of the particular dispute to the general public interest.

* * *

No Guidance For Board

It does not establish any principles whatever for the guidance of the proposed mediation board, thus continuing a system under which a small group of government officials may fix national labor policies according to the politics or pressures of each dispute.

The bill also fails to balance or equalize the rights and duties of employers and employes, as was attempted in the House.

Undoubtedly, attempts will be made to amend the bill on the floor of the Senate to reinstate much of the substance of the House-approved bill.

Unless such efforts have support, the public may once again be presented with a law which, like the War Labor Disputes act, would be ineffective in preventing a recurrence of the strife and public loss of recent months.

* * *

White House Leaders Soften OPA Stand

BY DEGREES, Congress is working itself around to the belief that it will extend price controls. Administration leaders, of course, have been working primarily for a simple bill to extend the statutory authority for price control beyond the present June 30 expiration date. But they are reported to fear now that a flat extension can not be passed.

Therefore, they are in a compromising mood. They are making overtures to those members of the House who are not so much against any continuation as they are against practices and procedures of the OPA.

The strategy is not yet clear, because the legislation still is in the committee hearing stage. Nevertheless, President Truman's legislative lieutenants are taking a good look at proposals to write some standards into the basic law.

One of the most important of these would be a congressional declaration that increases in a manufacturer's costs would be reflected in his price ceiling.

HERE IS A recent aerial view of Nash Motors' huge plant at Kenosha, Wis. The buildings which extend more than a mile and a quarter from one end to the other cover more than 1,800,000 square feet of floor space.

Another would prohibit the cost absorption principle by which OPA may approve a manufacturer's ceiling, but does not grant a commensurate rise to the distributor.

A third would set a congressional pattern for OPA's general decontrol policies.

Capitol Hill has been watching with deep interest the changing trends in wage and price controls. Formerly OPA tried—successfully for the most part—to hold the price line steady. But recent wage increases have forced OPA to grant "bulges" in that line. So Congress will try to put on the statute books the obvious principle that, even though overall controls be maintained, there are many, many cases where basic cost increases must be reflected accurately in the ceiling prices.

Tax Exemption for Unions Studied by House Group

HOUSE WAYS and Means committee probably will conduct hearings on tax-exempt organizations with a view to determining whether Congress should attempt to end the exemption. Hearings are expected now to begin late this spring.

There are profit-making opportunities in AN Want Ads. See inside backcover.

BIG BUYING POWER FOR ADVERTISERS in TAXI WEEKLY

Practically all of the 50,000 taxicab owners in the U. S. read it. Cab owners daily buy various types of miles to keep their cabs in good condition, appearance. BUYING POWER IS EQUAL TO 250,000 PRIVATE CAR OWNERS.

TAXI WEEKLY

1819 Broadway, N. Y. 23, N. Y.

"KNOW-HOW"

The superiority of WARD Antennas reflects the "know-how" gained through many years' experience devoted to the exclusive manufacture of precision-built antennas. WARD'S excellence in this field has won the high favor of America's auto dealers, manufacturers, and motorists. All products bearing the WARD name are the finest in modern design, materials and craftsmanship, and can be counted upon for their consistent trouble-free performance. That's why WARD is "first choice" in antennas for all automobile and home radio applications.

World's Finest for Car and Home... Combining Precision and Streamlined Beauty

Only WARD gives you all These Dominant Plus-Features

- Easy One Man Installation
- Patented Fluid Type Anti-Rattle Construction
- Positive Silver-to-Silver Contacts
- Extra Heavy Triple Chrome Rust-proof Plating
- Top Section, Stainless Steel
- Heavy Admiralty Brass Tubing
- Hi-Q Detachable Low Loss Lead-ins with Polyethylene Insulation and Vinylite Covering
- Complete with all Fittings and Conversion Kit for Torpedo Bodies
- Smooth Action Telescoping Sections
- 100% Shielded

WARD "HiQ" Antennas

THE WARD PRODUCTS CORPORATION
1523 EAST 45th ST., CLEVELAND 3, OHIO
EXPORT DEPT.—C. O. Brandes, Mgr., 4900 Euclid Avenue, Cleveland 3, Ohio
IN CANADA—Atlas Radio Corp., 560 King Street, W., Toronto 1, Ont., Canada

—Auto Advertising—

Ad Linage Off . . . Ross Roy Named

By Bob Finlay

Automotive newspaper advertising in January totaled 2,855,275 lines, compared with 3,904,448 in December and 1,868,332 in January a year ago, according to Media Records, Inc.

January's total was the lowest since last August. The high for 1945 was 5,362,646 in November.

Total display advertising dropped from 104,435,414 lines in December to 87,097,838 lines.

Chrysler Export

Ross Roy, Inc., has been appointed by Chrysler Export as its advertising counsel for all Chrysler Corp. products sold in world markets outside the United States and Canada.

Appointment of the Detroit agency by O. B. Thomas, president of the Export corporation, was made in preparation for the resumption of large-scale peacetime exports.

The advertising, together with merchandising and promotional material for distributors, is being prepared under the direction of W. B. Chapoton, advertising manager of the Export corporation. T. G. McCormick, vice-president and general manager of Ross Roy, Inc., has named John V. Tracy account executive.

Magic Carpet

The *Philadelphia Record* has prepared a brochure on its record as "the leading travel authority in America's third largest market." The *Record* calls the brochure, "Magic Carpet," and says more than a million Philadelphia families are ready to take off.

Names

Charles J. French, former director of the war products information service of Chevrolet, has been appointed advertising manager of Chevrolet, it was announced last week by T. H. Keating, general sales manager.

In 1916, French moved to Flint, where he served as city treasurer, vice-president of the Union Industrial Trust & Savings Bank, and treasurer of the Board of Education.

On Nov. 26, 1936, French joined Chevrolet, and from 1937 to 1939 was manager of the dealer committee system, an organization developed by Chevrolet to give dealers representation and a voice in the formulation of company policies. In 1942 he was made director of the war products information department, and in that capacity directed Chevrolet's war products publicity and various public relations activities growing out of Chevrolet's diversified war production program.

Hughes Wilson, copy writer with Geyer, Cornell & Newell, Inc., has been named an assistant account executive for the Kelvinator division of the Nash-Kelvinator Corp. account, it was announced last week by H. W. Newell, executive vice-president. Wilson will make his headquarters in the agency's Detroit office, working under the direction of Henry Hempstead, vice-president and account executive. He rejoined the agency last fall after Army service.

CHEVROLET'S NEW advertising manager, Charles J. French (left), is congratulated by T. H. Keating, general sales manager. H. G. Little, executive vice-president of Campbell-Ewald Co., Detroit, is at the right.

Roche, Williams & Cleary, Inc., Chicago, announces the addition of **Franklin C. Tyson** to its copy staff. Tyson was formerly copy chief at Burton Browne Advertising and has also served with Charles Daniel Frey and Erwin Wasey & Co.

Appointment of **Clifford T. Rogers** to the advertising sales staff of *United States News* was announced last week by Chet Bokelund, national advertising sales manager. Prior to joining the Air Force in 1940, Rogers was advertising manager of *Credit & Financial Management Magazine*. He will make his headquarters at the New York office.

Harvey M. Brown has been appointed advertising manager of the Weaver Mfg. Co., Springfield, Ill. He has been in advertising and public relations for 12 years, including service with National Carbon.

H. M. Brown

Before joining Weaver, Brown operated his own advertising agency in Springfield, and before that was associated with national advertisers in both Detroit and Chicago.

Charles A. Brocker, media director, and **Donald S. Shaw**, radio director of Geyer, Cornell & Newell, Inc., have been elected vice-presidents, it was announced last week by B. B. Geyer, president.

Appointment of **John Weld** to the post of public-relations director for the western region of Ford Motor Co. was announced last week by Arthur S. Hatch, regional manager. Weld, formerly public relations director for Ford in the eastern region, with headquarters in New York city, has a long record of work in public relations. He will make his headquarters at the Long Beach plant.

John Weld

Arthur B. Dowd has been appointed merchandising manager for Plymouth, it was announced last week by Joseph E. Bayne, Plymouth general sales manager.

Dowd, who joined the Chrysler organization in 1933, first entered the advertising field in 1920 with a local Detroit agency. His experience in the intervening years included executive positions in virtually every phase of advertising and merchandising work.

A. B. Dowd

Creation of a promotion division for *Atlantic Monthly* was announced last week by Donald B. Snyder, publisher. At the same time he announced the appointment of **Lawrence C. Howe** as director of the new division, effective Apr. 1. Howe goes to *Atlantic* at its Boston headquarters from Fisher Body, where he has served as assistant to the director of advertising and public relations.

How Up-To-Date are you on ALUMINUM?

Flies and streamers, courtesy Abercrombie & Fitch Company, New York.

WHICH FLY FOR THE CAST?

PARMACHENE BELLE, Royal Coachman, Grey Hackle, Silver Doctor . . . the skilled angler goes over all his flies, attempts to match fish and conditions before casting.

Nowadays the expert designer does much the same; with scientific care, he goes over the entire field of materials, rechecks the list of aluminum alloys, chooses a specific alloy, in a specific temper and form—*matches the alloy to the job and special requirements.*

For example, a manufacturer of roofing for use in smoke-laden atmospheres, may want strength with lightness . . . plus high corrosion-resistance.

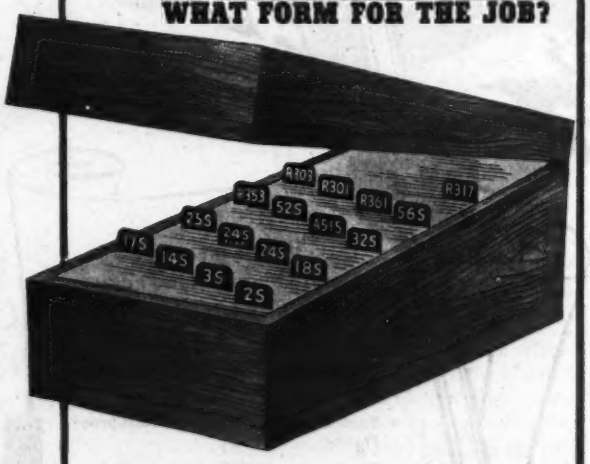
Another manufacturer, his product for indoor use, may require a high strength-to-weight ratio; he has no interest in corrosion-resistance.

In every case, there is a *right* Reynolds Aluminum alloy to use, available in various tempers and forms. Its selection is highly important, for it means a better, more serviceable product at lower cost.

Consider Aluminum . . . Consult Reynolds

Whatever your interest, Reynolds technicians are ready to co-operate with your engineers. Offices in principal cities. Phone nearest office or write Reynolds Metals Co., Aluminum Div., 2539 So. Third St., Louisville 1, Ky.

WHAT ALLOY? WHAT TEMPER? WHAT FORM FOR THE JOB?



Match the alloy to the job, obtaining also the temper needed in the form best adapted to your production.

Detroit address: 1010 Fisher Building

REYNOLDS METALS

REYNOLDS ALUMINUM

On Wall Street . . .

Pricing on 'Forecasts' Arouses Investors

By Dana Stuart
Staff Correspondent

NEW YORK.—The response of the stock markets to strike settlements has brought into broad relief the importance that financial circles are attaching to the pricing policies of the government. Although management generally has been asking only that it be given a chance to go ahead and produce, investors in industry still are disturbed by the tendency of OPA to set prices on volume of production that "may be expected to be reached" in some indefinite future.

The price agency appears to give little importance to the fact that the automobile industry has a lifelong record of either flatly reducing prices or increasing the amount of motor car given in return for the consumer's dollar. Quality always has risen faster than price.

The investing public seems to be convinced that OPA is engaged largely in a face-saving maneuver with regard to prices, not only of automobiles but many other products which have steadily declined in price over the years. OPA officials have made so many hair-trigger decisions and threats and promises and boasts that they now are caught in the net of their own mistakes.

There are some evidences, however, that a more realistic attitude is being forced upon OPA under the revamped stabilization organization in Washington. Whether this will result in an over-all improvement in the pricing picture as it affects the automobile industry remains to be fully demonstrated.

Wall Street obtained a great deal of amusement, although no great satisfaction, from the disavowal by Commerce Secretary Wallace of the statement by his department last fall that the automobile industry could raise wages 25 percent in two years without increasing the prices of its products. Now Wallace says this claim, which went out under his name, was based on a study by an economist in his department and was full of assumptions that proved to be mistaken assumptions.

That these assumptions were mistaken was pointed out to Wallace and his economists by many people last fall but the secretary stood by his guns. In fact, he stood by his guns until after the General Motors strike was over and OPA was beginning, under pressure, to display signs of the more realistic attitude toward prices and production referred to above.

One of the explanations of the apparent softening of the OPA attitude is that Congress soon must vote on whether the agency's life is to be extended beyond June 30.

Odds and ends of the past week in Wall Street included the prediction that Motor Products, although now operating at a loss, soon will be back in the "black." Earnings of Budd Wheel for 1946 were estimated at twice the $1.25 a share indicated for 1945 and financial people interested in the company say the net per share should rise to $3.50 in the first year of full production.

Stock Price Averages

	Latest Week	Preced'g Week	Year Ago
10 cars, trucks...	43.50	43.10	34.85
10 parts, acces. ..	43.70	43.20	34.60
5 tires, rubber..	65.50	63.60	52.40
25 automotives ..	47.96	47.24	38.26

FINANCIAL

19 Fewer GM Holders

NEW YORK.—The total number of General Motors common and preferred stockholders for the first quarter of 1946 was 425,638, compared with 425,657 for the fourth quarter of 1945 and with 423,705 for the first quarter of 1945.

There were 403,617 holders of common stock and the balance of 22,021 represents holders of preferred stock. These figures compare with 403,691 common stockholders and 21,966 preferred for the fourth quarter of 1945.

* * *

Cleveland Graphite Nets $3.65

CLEVELAND.—Sales of $43,594,868 and net profit of $1,304,391, equal to $3.65 a common share, are reported for 1945 by Cleveland Graphite Bronze. Volume was the third largest in the company's history, President Ben F. Hopkins pointed out, being exceeded only in the two preceding war years. In 1944 sales were $58,783,845 and net profit was $1,755,770, or $5.03 a common share.

* * *

Electric Storage Net

PHILADELPHIA.—Electric Storage Battery Co. and subsidiaries report for the year ended Dec. 31, consolidated net sales of $68,345,743, compared with record volume of $73,665,088 in the preceding year. Consolidated net income was $1,999,794, after all charges including provision for contingencies, and $4,365,954 for federal, state and foreign income and excess profits taxes. This equals $2.20 a share. For 1944 net income amounted to $2.18.

* * *

Philco Pays 20 Cents

Philco Corp. declared a dividend of 20 cents per share on common stock payable Mar. 12 to stockholders of record Feb. 28.

THIS MODERN building is being constructed for Carl A. Hahn (Chrysler), Yakima, Wash. It embodies up-to-the-minute features in design and equipment, plus unusual eye-appeal.

Pacific Rubber Leases Plant in Oakland, Calif.

OAKLAND, Calif.—Pacific Rubber and Tire Co. has leased an uncompleted tire manufacturing plant from RFC. Production will be increased 75 percent when the plant, which forms a wing of the Oakland factory, is ready.

The structure was built by the Defense Plants Corp. at an estimated cost of $1,400,000 to produce truck and military vehicle tires, but can be used for turning out all types of tires.

Additional Fabric Anticipated by Tire Builders

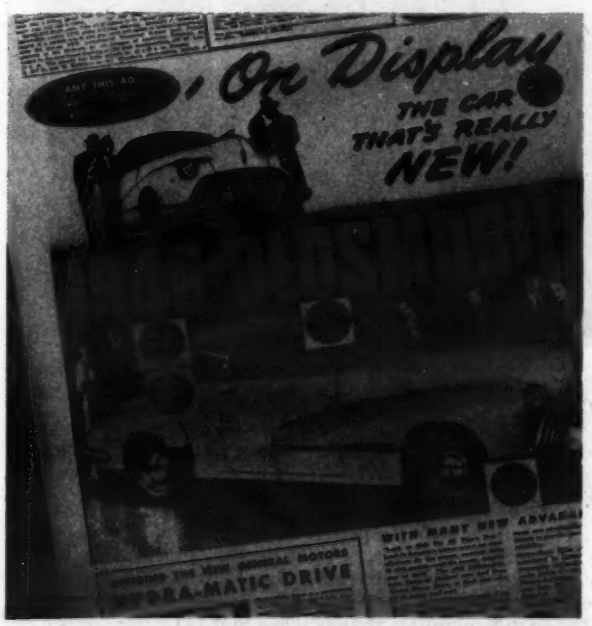
NEW YORK.—Rubber manufacturers were said to be more optimistic last week after OPA authorized incentive increases to textile makers. The OPA order and the accompanying L-99 statement increased their hopes for additional material for tire cord.

No alleviation for mechanical goods such as hose and belting is seen in the new regulations, however. Additional supplies of cotton have been needed for these products for several weeks, it was reported.

Representatives of the industry were encouraged by the terms of L-99, which directed factories that had turned from the manufacture of fabrics to other lines to resume such manufacture.

The brighter situation is lessened partly by the fact that many companies, which had discontinued the production of cotton fabrics because of difficulties with OPA pricing arrangements and disputes with employes, would continue to keep their plants idle.

This ad got the attention of 65% of the men and 56% of the women readers of The Sunday Milwaukee Journal in Sunday Study No. 1 of the Continuing Study of Newspaper Reading. It appeared in color (1,015 lines) on page 3 of the Rotogravure section.



In the same issue of The Sunday Milwaukee Journal, this Oldsmobile ad in black and white on page 8 of the Local news section (1,260 lines) attracted 56% of the men and 34% of the women readers.

BOTH of these advertisements established new-high reader ratings over all passenger car ads in the first 72 daily papers covered by the Continuing Study. These and many other eye-opening facts from Sunday Study No. 1 reveal the Sunday newspaper can challenge all media as a means of getting consumer attention for advertising. Ask to see the complete report.

THE MILWAUKEE JOURNAL

The Newspaper that "Tells All" about its Market and Readership

Wash. State Explains Delay In Issuing Certificates

SEATTLE.—Delay in issuing certificates of title by the Motor Vehicle division of this state has proven exceedingly annoying to auto dealers.

This resulted in sale of used cars being held up a few days longer than necessary. For that reason the matter was taken up with the officials by Edward L. Rosling, secretary and counsel of the Washington Automotive Trade Assn.

In a reply from the office of the director of licenses, an explanation is given. The letter reads in part:

"Our laws require that applications for renewals (of licenses) be filed on and after Dec. 1 and that all (old) licenses are invalid Dec. 31. This law permits only 30 days to renew 670,000 licenses. On Dec. 31 this year we had only 140,000 applications.

"You will recall that on account of the newspaper strike there was not as much warning as usual, the majority of automobile owners waiting until after Jan. 1 to stand in line to file.

"It is necessary for us to secure and train a force of about 80 extra people. We had hoped that owing to the end of the war and return of service members, we could have many to choose from and would accordingly have a crew of higher efficiency than in the past. This unfortunately was not true."

The letter from the license office is from J. W. McDougall, chief clerk. He further points out that faulty work in county offices resulted in poor application forms being sent to Olympia, the state capital, where many were not fit to be photographed.

Also, he said, "it is remarkable how many people lost their registration certificates. We hope next year conditions will be more hopeful."

McDougall asked dealers to consider the importance of properly preparing an application for title. If lightly inked ribbon is used, it is impossible to secure a good or adequate copy, he said.

"Many dealers feel that by coming to Olympia they can secure certificates immediately," he further wrote. "This is not possible with the photographic system and it is useless to expect it.

"Our system is built upon the idea of the automobile assembly line and special service must be fitted into the production system at regular intervals so as to prevent confusion. Therefore, at the present time it takes at least two or three days to process a title and a registration certificate. Later this can be done in one day."

"Have ya got time to fix my steering wheel, Smitty?"

'Check Cars at Once'

New York State Assn. Seeks Early Enactment Of Compulsory Inspection Bill

ALBANY.—Pointing out that the legislative program introduced as a result of Gov. Dewey's safety conference made no provision for some form of immediate inspection of motor vehicles, New York State Automobile Dealers Assn. last week urged passage of a bill carrying out this recommendation.

M. H. Yager, legislative chairman of the association, said he believes the governor's program, introduced in the legislature by Sen. Seymour Halpern and Assemblyman Herbert Rapp, would do much to curtail accidents. He warned, however, that additional measures are necessary to achieve complete success.

"The governor's conference specifically urged," Yager stated, "that some plan of motor vehicle inspection be put into effect immediately because of the dangerous condition of many cars now on the highways.

"The state-operated system called for in the legislative program could not possibly be set up before next year, during which time many lives may be lost in accidents which could be prevented by getting some of these dangerous jalopies off the road."

Yager said bills providing for compulsory inspection of motor vehicles at independent stations approved by the Motor Vehicle bureau had already been introduced in the legislature by Sen. William S. Hults jr., and Assemblyman Herbert Rapp.

"If these bills were passed, compulsory motor vehicle inspection could become a reality by July of this year, instead of a year from now," he stated.

"In addition to this great advantage, a system of state-approved inspection stations would cost the state only about $200,000, instead of the $5 million estimated as the initial cost of a state-operated inspection system. Independent stations also would save the motorist in rural areas the burden and expense of traveling long distances to a state-operated station."

Yager said that the state-approved and supervised stations had worked successfully in the neighboring states of Pennsylvania and Massachusetts which are comparable geographically and also in number of registered motor vehicles. He added that the success of either system adopted would depend wholly upon the administration and how well its provisions were enforced.

The dealers further urged passage of the Anderson-Rapp bill calling for compulsory registration of all automobile dealers. They pointed out that such registration would insure that all used cars met approved safety standards before being resold.

"This bill will in no way restrict legitimate business activity," Yager stated, "but will have the effect of restricting fraudulent operators from selling automobiles which are a menace on the highways.

"In addition, such registration would put a stop to the tremendous traffic in black market used cars, since the Motor Vehicle bureau will have a complete listing of all legitimate dealers."

Other legislation recommended by the automobile dealers would provide that a certificate of title accompany the registration of all cars sold or transferred after July 1; that all used cars previously in use as taxis have that information recorded on their registration, and that no tires be sold for scrap rubber until the beads are cut to prevent their further use on motor vehicles.

Three Legislatures have passed bills providing for the registration of dealers and on each occasion Gov. Dewey has vetoed them. "It is time that the administration gave some consideration to small business and took heed of those engaged competitively in fraudulent practices against the public," he concluded.

Bohn Pays U. S. $134,000 in Suit Over Castings

DETROIT.—Federal Judge Ernest A. O'Brien dismissed a government civil suit against Bohn Aluminum & Brass Corp. last week, following a compromise payment of $134,000 by the corporation. The firm was charged with making false claims in the manufacture of parts for fighter planes by selling castings that had been welded.

The stipulations stated that no fighter planes were lost as a result of using the parts. It was the third case brought by the federal government against Bohn.

Last year, criminal charges of sabotage against the corporation and three of its supervisory employes were dismissed by Federal Judge Frank A. Picard. Previously the same defendants were tried on charges of conspiracy to defraud and were acquitted.

"I wouldn't worry about it. A lot of space buyers tell me they keep seeing those same little figures"

Space men are also seeing some *big* figures . . . when they look at the total advertising lineage carried by The Cincinnati Enquirer. Every year since 1938, it has topped the two other Cincinnati newspapers by a healthy margin. In 1945, for instance, it carried a substantial 3,549,403 more lines of advertising than its nearest competitor. Reason: more and more advertisers are finding it's more profitable to use the newspaper in Cincinnati that reaches SOLID Cincinnati . . . the solid, substantial, bank-account-back-logged citizens of this 1,155,703-population trading area who start the day with The Enquirer. Represented by Paul Block and Associates.

Use The Cincinnati Enquirer to get in solid with Solid Cincinnati.

How to Stay Alive

Responsibility for Safety Is with Driver, Says Popular Science Monthly

NEW YORK.—A comprehensive list of driving rules for safety that affect both the motorist and the car is presented in the current issue of *Popular Science Monthly.*

The article is published to further the nationwide effort to stop the rising accident trend, Perry Githens, editor, stated last week.

Devon Francis, the author of the article, "How to Drive and Stay Alive," starts with this arresting introduction: "Before you finish this article one person will be killed and some 40 will be injured in automobile and truck accidents in the United States. This is the average of traffic casualties every 15 minutes, day and night, winter and summer."

He enumerates several reasons for the increasing total of crashes then points out, "But, as always, most of the accidents resulted from plain 'left-front-seat trouble.'

"Better roads will be built. Old roads will be mended. New cars are coming. New tires are available.

"But until you, as an automobile driver, exercise judgment and caution and skill in that front left seat, the accident total will continue to go up."

The special section safety contains driving questionnaires and stresses the parts of a car that must be in proper working condition for safe operation.

The best driver in the world is in danger in a defective car, Francis says.

It can be done, *Popular Science Monthly* points out, in giving the driving philosophy of a driver who has guided a bus a million miles in the last 10 years and a New York cab driver with a 27-year safety record.

DORRIS (RED) STEVENS (at wheel), captured at Corregidor, "comes back from the dead" to be the first GI to take delivery of a new Dodge in Detroit. The car was delivered to him by Dawson Taylor, Navy veteran of 38 months, newly returned to his father's Dodge-Plymouth dealership, Taylor's Inc., 19797 Livernois. Stevens, who had been given up for dead, lost 76 of his 160 pounds while a prisoner of the Japs.

India Gets Road Advice From U. S. Officials

WASHINGTON.—Maj. Gen. Philip B. Fleming, Federal Works administrator, and Commissioner Thomas H. MacDonald, of the Public Roads administration, have been invited by the government of India to advise that country in connection with a long-range highway expansion program, it was announced here last week.

Gen. Fleming and Commissioner MacDonald began their journey to India last week. Following their visit to India, they will go to Manila to look into the highway development program in the Philippine Islands, it was said.

AN Want Ads cost little—get results—why not use 'em? See inside backcover.

CPA Chief Sees Enough Steel For K-F Output

WASHINGTON. — By the time Kaiser-Frazer Corp. is ready to produce cars, it should be able to buy all the steel it needs, John D. Small, head of the CPA, said last week.

Small said that the high demand plus the recent nationwide strike have slowed down reconversion for such firms as K-F. He explained there was not enough steel to meet the needs of all industries.

CPA's automotive branch believes that it will be six months before K-F will need much steel, Small said. September is the agency's date for attainment of mass production at Willow Run, he said.

Henry Kaiser, chairman of K-F, recently appealed to Economic Stabilizer Chester Bowles, complaining that the large steel companies were spurning his orders.

Since then the corporation is believed to have received assurances of ample steel when the need arises.

Model Tire Shop Revealed for Fisk Dealers

NEW YORK.—A new model tire station for complete wheel servicing was unveiled and the details of a store modernization program were announced last week at a series of three sales conferences conducted by Fisk division of United States Rubber.

Preparing for the approaching time when the tire dealer resumes his prewar role as a salesman in a competitive market, Fisk held conferences at New York, Los Angeles and Chicago for district managers and field sales personnel. The meetings were conducted by J. Chester Ray, sales manager.

The modernization program, as described by A. N. Guy, business development manager, calls for a "family resemblance" among all Fisk distributors so that the tire station may be more easily recognized by all customers. The new station, dressed in Fisk's red and cream colors, is of modern, functional design and is planned for more efficient tire service.

The large type of station will contain a salesroom, multiple service bay areas, outside service and parking areas, recapping department, tire storage area, battery storage area, offices and customers' waiting lobby.

Other smaller type establishments will not contain as many departments but will be equally efficient and have the same general interior and exterior appearance.

Road Service Group Expands

DETROIT.—Road Service, Incorporated, a comparatively new organization almost entirely staffed by World War II veterans, due to increasing demands for its service, last week announced the transfer of the organization from Royal Oak, Mich., to the Transportation Bldg., Detroit.

RSI was founded in January, 1945, by Virgil E. Lazarus, an insurance executive in Royal Oak, to serve both the insured motoring public and its insurance agencies by offering member garages which would render service to all persons having the road service clause included in their policy. It has enrolled 156 service shops and 250 insurance agents in Michigan.

Hollingshead Swells Prize Fund for '500'

CAMDEN, N. J.—A purse of $2,500 added prize money for the Indianapolis 500-mile automobile sweepstakes to be revived on Memorial Day has been presented to Ted Allen, of the American Automobile Assn., by L. M. Olson, vice-president in charge of Whiz Automotive division, R. M. Hollingshead Corp., Camden.

Posting of the purse makes Hollingshead the first manufacturer to announce support of AAA's national championship prize fund for the 1946 auto racing classic.

The Holiday Mood is a Spending Mood!

HOLIDAY has arrived—with a bang! People are talking about it. Poring over the pictures—the articles—*and the advertisements!*

Pages of HOLIDAY are a stirring parade of fresh ideas in fun—play—travel . . . and an advertising gallery displaying many of America's most distinguished products. HOLIDAY readers will be among your best-buying customers. They're the kind of people who get the most out of their cars—they're a ready market for new cars and accessories!

For the HOLIDAY mood is a *spending* mood. The HOLIDAY crowd is looking for new places to drive, new things to do, new conveniences to buy.

Holiday

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Why not put HOLIDAY *to work, building business for you? We'll be glad to furnish window or counter display pieces... just drop a line to* HOLIDAY, *Independence Square, Phila. 5, Pa.*

Auto Personnel

Caywood Named President Of International Goodrich

Establishment of International B. F. Goodrich Co., a division of B. F. Goodrich, to engage in export of the company's products and the operation of affiliated manufacturing plants outside the United States, was announced last week by **John L. Collyer**, president.

S. W. Caywood

Stanley W. Caywood, general manager of foreign activities, has been named president of International B. F. Goodrich Co. He has been associated with Goodrich foreign operations since 1917. Headquarters of the new company will be in Akron, with branch offices in New York and San Francisco.

* * *

American Bank Credit Names Dawson, Martin

R. F. Given, vice-president and general manager, American Installment Credit Corp., New York, announced last week the appointment of **Lt. Com. Herbert H. Dawson**, USNR, as regional manager of "American Bank Credit Plan" of automobile financing in the eastern New York, Rhode Island and Connecticut territories with headquarters in New York. Dawson has had wide experience in installment financing beginning with the Morris Plan organization and Commercial Investment Trust, whose interests he managed in India and the Far East. Later he was vice-president of Commercial Credit Corp.

The appointment of **William Martin** as vice-president of American Installment Credit Corp. was announced also. Martin from 1923 until 1928 was in charge of branch office development of Commercial Investment Trust and regional manager of Universal Credit Co. from 1928 until 1942 in charge of its New York, New Jersey and Connecticut territories.

* * *

Bendix Helicopter Elects Maxwell to Directorate

Lloyd Maxwell, first vice-president of Roche, Williams & Cleary, Inc., Chicago, has been elected a director and member of the executive committee of Bendix Helicopter Corp., New York.

* * *

GMC Truck Names Horton Atlanta Zone Manager

William E. Horton has been appointed Atlanta zone manager for GMC Truck, **J. P. Little**, general sales manager, GMC Truck & Coach division of General Motors, announced last week. **J. L. Comerford** succeeds Horton as retail sales manager at Atlanta.

A flier in World War I, Horton joined GMC in 1933 as retail sales manager for the Atlanta zone. On leave of absence as a colonel in the Air Corps during World War II, Horton returned to Atlanta in November. He replaces **R. A. Camp** who recently resigned. Comerford, formerly district representative at the Atlanta zone, is a veteran of 13 years' service with the organization.

* * *

Bank of America Promotes Two for Auto Financing

Two Bank of America executives have been promoted to offer financial service to dealers and buyers in the San Francisco region. **R. L. Gibson**, assistant vice-president, will have charge of automobile factory and distributor relations. In addition, he will direct merchandising and sales plans for automobile dealers, and serve as a consultant in automobile financing and credit.

Ed J. McGowan has been moved from the East Bay department to assume charge of the northern California auto dealer financing division. He is an assistant vice-president.

* * *

ABC Plan Opens Office Under Garey at Buffalo

R. F. Given, vice-president and general manager of American Installment Credit Corp., New York City, announces the opening of a regional office of the corporation at 1728 Rand Bldg., Buffalo.

M. P. Garey

Martin P. Garey, regional manager in charge of the Buffalo territory, will service the American Bank Credit plan of automobile financing through dealers and local banks in western New York state and western Pennsylvania. Garey joins the organization after serving 3½ years in the Army Air forces. He has had over 25 years' experience in the auto and auto finance business in various sections of the country.

* * *

Wherry Heads Engineering For Weatherhead Division

Appointment of **Richard H. Wherry** as chief engineer of the Liquefied Petroleum Gas division Weatherhead Co., Cleveland, has been announced by George H. Hufferd, vice-president in charge of engineering.

Formerly assistant to the chief engineer of the liquefied petroleum gas division of Skelly Oil Co., Wherry is also a member of the Technical and Standards committee of the Liquefied Petroleum Gas Assn.

* * *

Tyson Bearing Appoints Bastian Vice-President

John K. Colgate, chairman, announced last week the appointment of **Paul J. Bastian** as vice-president in charge of manufacturing for Tyson Bearing Corp. Bastian was identified with Curtiss Airplane and Motor, Buffalo, for 10 years, and was manufacturing manager for Wright Aeronautical Corp., Paterson, N. J., for 15 years.

* * *

Jones-Dabney Announces Election of Officers

Jones Dabney Co., manufacturers of industrial finishes, announced election of officers last week:

W. C. Dabney, president; **A. W. Bornhauser**, vice-president and general manager; **J. C. Wilcox**, vice-president and director of sales; **E. J. Probeck**, vice-president; **W. S. Stark**, vice-president; **C. W. Slocum**, vice-president; **L. V. Cartwright**, vice-president; **E. L. Pangborn**, treasurer; **F. H. Volk**, secretary and assistant treasurer; **E. C. Beck**, assistant secretary.

* * *

Ford Promotes Parker At Memphis Branch

Appointment of **Harold Parker** as assistant manager of Ford Motor Memphis, Tenn., branch was announced last week by **J. R. Davis**, director of sales and advertising. The branch manager is **Henry Y. Ingram**. Parker was service supervisor before his promotion.

Employed in 1917 as a mechanic in the Memphis plant, he has had many years experience in the production and sales divisions.

* * *

Johnson Named Manager Of Works at Purolator

Appointment of **Melville D. Johnson** as works manager is announced by **Ralph R. Layte**, president of Purolator Products, Inc., Newark, N. J., manufacturer of oil filters.

Johnson comes to Purolator from Graham-Paige Motors Corp., where he held the position of quality manager and also served on the staff of the director of manufacturing. Prior to joining Graham-Paige, he was with Caterpillar Tractor Co. for 16 years, serving last as chief inspector of the Peoria (Ill.) plants.

* * *

Twenty-Five Year Club Formed by Pharis Tire

Ten old-timers were honored last week at Pharis Tire & Rubber Co. when they were made members of the company's first Twenty-Five Year club.

Carl Pharis, founder of the company and chairman, is one of the members. Others include **Jack Long**, production control department; **L. P. Dete**, final inspection; **Ned Colangelo**, mill room; **Leo Hall**, tire building; **Leo Schaller**, night superintendent; **J. R. Cunningham**, paymaster and cost accounting; **Robert Graves**, tire building; **B. J. Anderson**, quality control, and **Monroe Amos**, tire building.

* * *

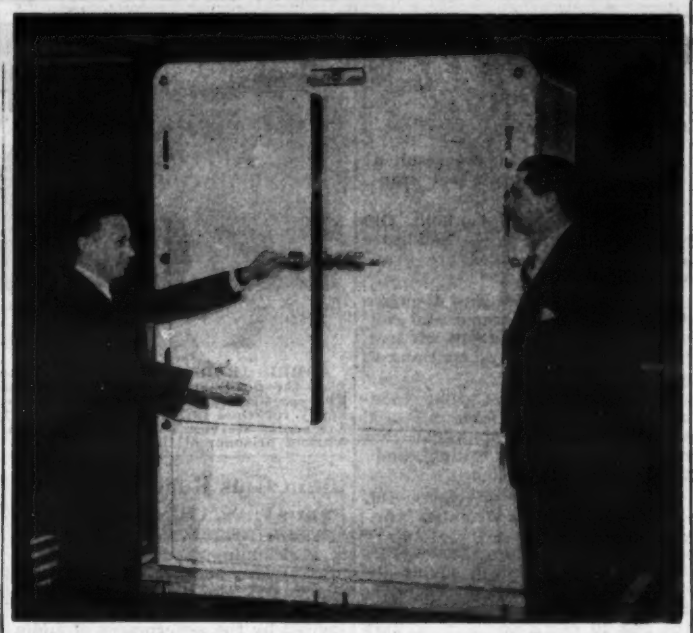
Lincoln Names Davies

Lincoln Electric Co., Cleveland, announced last week the appointment of **R. H. Davies** as consulting engineer in charge of educational work. He attended the University of Minnesota after which he was employed by Lockheed Aircraft where he did production engineering work on the Hudson bomber and the P-38.

* * *

Wilder Joins Eaton

Edward C. Hoenicke, general manager, Eaton Mfg. Co. foundry division, announced last week the appointment of **Howard H. Wilder** as chief metallurgist. Wilder was formerly research metallurgist at Wilson Foundry Machine Co., Pontiac, Mich.



FIRST FARM FREEZER to be built at Goodyear Aircraft under that company's recent contract with Wilson Refrigeration, Inc., early this month rolled off Aircraft assembly lines, with company representatives and Wilson officials both watching this highly important step in the former war plant's reconversion program. Bearing the trade name of Zerosafe, the new freezers are being manufactured for Wilson under approximately a million dollar contract signed last fall. Picture shows J. W. Wilson (left), president of Wilson, and Ray McCune, Ohio distributor, taking delivery.

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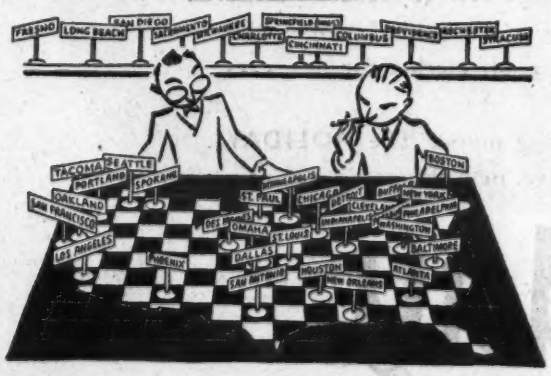

Map the media to mesh
with your markets—

See pages 22-23

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Akron Beacon Journal

Bridgeport Sunday Post

Chicago Sun

Denver
Rocky Mountain News

Detroit Free Press

El Paso Times

Indianapolis Star

Jacksonville
Florida Times-Union

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AIRCRAFT NEWS

Southern Aircraft, Now, See Here

By Charles Evans
Aviation Editor

AIRCRAFT NEWS herewith gives advice, free and unsolicited, to Southern Aircraft, producers of a new experimental roadable airplane. At the risk of wearing out our single string, we must say again that any progress away from the static, conventional, unchanging type of personal aircraft is resin to our bow.

We praised Culver for producing something new, and Culver sent a wire which said, "Thanks for the finest Culver story we've ever seen. We'd like to buy 50 copies for our dealers."

As long as "progress" in the personal airplane consists of building 1941 models for 1946 sale, we will go overboard praising any real improvement. Since the personal airplane is lacking most in utility, and since a roadable plane features utility, we willingly praise any roadable plane.

Look at what you face, Southern Aircraft. A rampaging market, as measured by all previous aircraft sales standards, a market with upwards of 25,000 bona fide orders. That's five times as many personal airplanes as have been sold in any previous year, and that would seem to be a very promising situation.

But the 25,000 orders themselves tell how far away from acceptance the personal airplane is. It doesn't equal many of the forecasts of the market. It indicates that a rather tiny portion of the 350,000 pilots now in this country are seriously interested in personal flying. It indicates that very, very few of the 1 million two-car families intend to take up flying.

It proves to many that today's great surge of interest in aviation hasn't affected the public generally. There are more than 20,000 orders for new cars, for example, in any one of our large cities.

So, while Southern Aircraft is getting its roadable ready, other manufacturers will be selling airplanes in numbers heretofore unheard of. But they will not touch the real market, which is the average man, because the average man isn't having any airplane in his transportation plans. He has never taken to flying, he has never bought the conventional airplane, and he certainly is not buying it today.

* * *

Only a Few New Ideas Advanced for Planes

There are a few new ideas in planes. Republic with its four-place, Seabee amphibian has debunked even slightly revolutionized, metal airplane structure. Culver has introduced new flying characteristics in a rather conventional plane.

Ercoupe is riding the crest of popularity because of its two-control, non-spin features, although the designer of these 10-year old ideas says, "This is only a step in the right direction. We must produce something better." So, actually, only Southern leaves the herd and starts making a brand new path.

Don't listen, Southern, to airplane manufacturers in planning your sales campaigns. From any one of them you can get a dozen reasons for not building the plane in the first place, and a score of reasons why it won't work. Don't listen to pilots either. They will say it can't be done but there are too few of them to bother with.

As a class, they have bought most of the planes, but they've never bought enough of them to build an industry. The only kind of an airplane that will please most pilots is one far too expensive for them to buy and use. They love airplanes which they can fly on someone's expense account.

Sell your airplane to the public. This should not be hard for Willis Brown, Southern's general manager, who was described inaccurately, we think, in one press item as a "conservative" man.

Those in aviation with memories reaching back to the late Twenties will remember how Brown, leaving one Detroit engine manufacturer, carried most of his customers with him to another. Brown changed engines in the noses of many an airplane in those days, because he is a good salesman.

* * *

Don't Depend on Pilots For Public Choice

Read again the results of the Geisse-Williams survey of ex-airplane owners, of which this country has more than any country in the world. High cost and lack of utility are the bugaboos of personal plane use. These are the features which unsell plane owners.

Remember too that 22 percent of the ex-owners said that manufacturers emphasize speed too much, comfort, quiet, convenience too little. From the pilots and from the industry you will get the old headwind argument. It goes something like this:

"With a 100-mile an hour plane, when you buck a headwind, the trucks on the road below pass you." Those are the pilots who want 150-miles an hour cruising, but there are few among them who can afford it—too few to interest a calculating sales manager.

Consider what another roadable plane designer, Bill Stout, has to say: "The people don't know what they want, until they see it." Maybe they will want a plane they can store at home, one that will take them from where they are all the way to where they want to be.

The industry, the pilots, the polls, the prophets can't tell you, but the great American, transportation-buying public will tell you.

* * *

Today's Airplane Buyers Shouldn't Worry You

As soon as possible, arrange to fold your wings. A roadable airplane that cannot carry its own wings is like a horse without harness—you have to keep taking him back to the tack room to get full utility from him.

Be careful how you write of your ancestors in the roadable field. They are few, but you have them, and you can be proud of them. There was Waldo Waterman's job and the Pitcairn autogiro in 1935, both successful antecedents of your roadable. And, to go back a little there was a folded-wing roadable driven around the streets of Paris in 1922.

And don't imitate other airplane manufacturers in the way of performance claims. Your release says 128 mph top, 110 mph cruising with a 130 hp engine.

The design looks "clean" enough to do just that, but we've been spoiled, and we usually deduct something from claimed performance. Absolute truth would be novel and convincing in sales talk.

And don't worry about today's airplane buyers. They and the non-buyers all will be crazy for something new in a year or so, and looking for designers like your Ted Hall and conservatives like Brown to bring it to them.

* * *

Continental Producing New Hydraulic Prop

MUSKEGON, Mich.—Continental Aviation & Engineering Corp. has started production and shipments of its first new postwar product, a hydraulic controllable pitch propeller for light personal airplanes using engines up to 200 hp, C. J. Reese, president, announces.

The propeller is to be made in three sizes for 85, 125 and 185 hp engines. The 85-hp size is now in production and larger sizes will be available later this year, Reese said.

* * *

Fairchild Starts Output Of Family Planes

DALLAS, Tex.—The first Fairchild F-24 cabin plane manufactured since the war has rolled off the assembly line here.

The maroon-and-buff high-wing monoplane, which has four seats and dual controls, was one of the first "family planes" produced by any company for postwar civilian use. Harry M. McKay, general manager of the Personal Planes division of Fairchild Engine & Airplane Corp., said production would be stepped up at an increasing rate during the next few months.

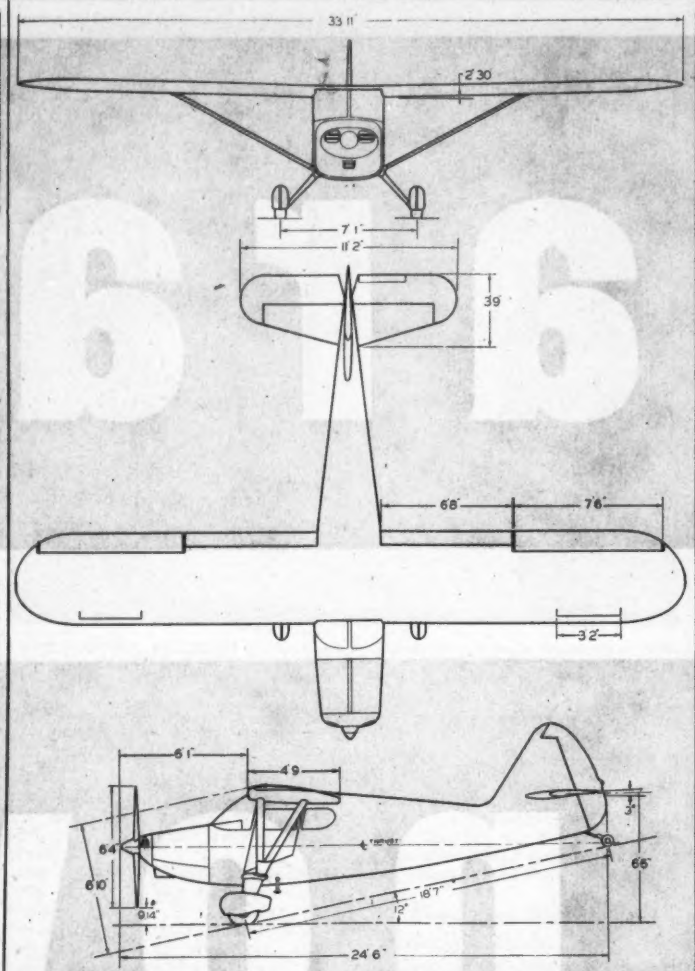
* * *

True Air Speed

NEW YORK.—Production of a true air speed indicator was revealed last week by the Kollsman Instrument division of Square D Co. here. Development of the instrument for precision bombing was a closely-guarded wartime secret. It is expected that the instrument will be made available for commercial use.

Gusweiler Honored

E. A. Gusweiler, president of Cincinnati Automobile Dealers Assn., officials throughout the country awarded a special medal by Congress for patriotic services to the nation. Gusweiler is also a director of Ohio State Automobile Dealers Assn.



THIS IS A THREE-VIEW drawing of the four-place Stinson Voyager 150, the first postwar product of Stinson division, Consolidated Vultee. Powered by a six-cylinder 150-horsepower Franklin engine, the Voyager has outstanding performance. It takes off in 550 feet, climbs at 770 feet per minute and cruises at 125 miles an hour.

U. S. Wage Board Speeds Okay of 'Formula' Hikes

DETROIT.—The Regional (Detroit) Wage Stabilization board indicated last week that it will prove no obstacle to automotive firms which grant "formula" wage boosts and desire price increases as compensation.

The local board approved the 18½-cent-an-hour raises agreed upon for Hudson Motor and Timken-Detroit Axle workers. Increases given by smaller parts makers in the area were also approved.

The National WSB in Washington, meanwhile, assented to the 18½-cent raise for 100,000 workers at the "Big Four" rubber manufacturers in Akron. The firms are U. S. Rubber, Goodrich, Firestone and Goodyear.

Under the new wage-price policy, WSB approval for a wage boost must be obtained before a request for a price increase can be filed. Such approval does not insure a price rise, however.

New Antennas Offered by GE

SYRACUSE, N. Y.—A new line of radio antennas for all types of mounting in motor vehicles has been announced by the Specialty division of General Electric Co.'s Electronics department here.

Designed for every type of installation and available in sizes ranging from 56 to 100 inches, the new antennas eliminate electrical interference by the use of radar-type shielded leads and connections, according to R. S. Fenton, head of sales for the component and universal parts section of the Specialty division.

OPA Set Back

U. S. Judge Penalises Price Peepers

OKLAHOMA CITY.—Sharp criticism of administration of the price control laws was voiced from the federal district bench by Judge Edgar S. Vaught last week as he dismissed an OPA suit against Seth Stone, used-car dealer, and assessed the costs against the government.

He told OPA lawyers the case should never have been filed. "Criticism of the OPA is not so much against the law itself but against the lack of judgment in administration of the law," Judge Vaught reminded the attorneys.

He said that information the OPA clerk had given Stone about the ceiling price on the car, a Ford on which the OPA alleged Stone made an overcharge of $64.21, "was the ceiling price so far as this court is concerned and you cannot say that the young lady had no authority to give out the information." He also told the OPA attorneys that the "sensible and reasonable thing" was to have made an investigation instead of filing a lawsuit.

First Auto Factory Planned for Quebec

MONTREAL.—Possibility of an automobile production plant being established in the province of Quebec is seen in negotiations which are proceeding between manufacturers of Citroen automobiles of France and the Simard interests at Sorel.

WILLYS OF HARTFORD, INC., Willys distributor for five counties of Connecticut, has taken larger quarters at 695-697 Connecticut Blvd., East Hartford. The new sales and service station comprises what was formerly three separate sales and service operations. The total building frontage on the boulevard, which is known as Automobile Row, is 128 feet, with a depth of 85 feet. John F. Gondek is president and general manager of Willys of Hartford, and Albert M. Bothberg is vice-president in charge of sales.

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The National Newspaper Network
METROPOLITAN GROUP

Vanishing Values

While Akron Owners Let Cars Deteriorate, Dealers See Trade-in Prices Drop

AKRON.—Akron's motoring public is crying for new cars. And they're letting old autmobiles deteriorate until they won't be worth a trade, some dealers declared last week.

They fear that cars now on the road won't be kept in good enough condition to warrant a high trade-in, a resulting resale value. With one-third, at least, of all the new cars now going to veterans without trade-in required, dealers feel they must have good trade-ins on cars sold to non-veterans.

New cars won't be on the market in sufficient numbers to meet even present orders, for the rest of this year, they warn. In some companies, as a matter of fact, orders now on hand probably will exceed 1946 deliveries.

Thus, the five-year-old cars now on the road probably will be six or seven years old before they can be traded in. Their values will decrease as more new cars appear. But it is probable that the used car market will continue good for the next year at least, it is reported.

Meanwhile pressure for new cars is increased by the high prices dealers are asking for used cars. A man who could buy a 1946 model for $1,200 when it's new doesn't want to pay $1,100 for a 1942 car, it is pointed out.

36,570 Vehicles Operated in S. A., Survey Shows

WASHINGTON. — Ownership of vehicles in the 20 South American republics totals 36,570 cars and 16,215 trucks, a survey by Norte, a Spanish language consumer publication, revealed last week.

As in the case of cars and trucks, North American tires dominate in the 34,845 owned by residents of these countries.

Present auto ownership by makes is given as follows: Ford, 14,105; Chevrolet, 5,300; Packard, 2,530; Buick, 2,525; Dodge, 1,855; Plymouth, 1,710.

Nash, 800; Lincoln, 735; Oldsmobile, 715; Pontiac, 715; Studebaker, 695; Chrysler, 525.

Mercury, 525; Cadillac, 440; no make stated, 1,390; all others, 2,005.

Ford also leads in the ownership of trucks with a reported total of 7,135. Other makes are International, 2,705; Chevrolet, 2,545; Dodge, 750; Mack, 655; Fargo, 295; General Motors, 250; Studebaker, 225; no make stated, 475; all others, 1,180.

Tire totals are Goodyear, 10,880; Firestone, 6,430; Goodrich, 3,330; General Popo, 3,050; U. S. (Royal), 1,515; no make stated, 4,680; all others, 4,960.

Recapping Gains 300% in Dallas

DALLAS.—Dallas motorists are responding to the rubber industry's plea to conserve tires by stepping up recapping orders following a sharp decline here after removal of tire rationing. The increase has been as high as 300 percent in the past six weeks, leading tire dealers report.

Part of the postholiday slump was seasonal but the upsurge in recapping since Feb. 1 has far exceeded any normal seasonal increase.

Green Cross

Marks Drive to Prevent All Kinds of Accidents

CHICAGO. — Americans will be called upon to rally behind the Green Cross for Safety this May, when National Safety Council launches a nationwide fund-raising campaign aimed at winning general public support of its far-reaching accident prevention work.

The Green Cross will serve as the emblem and banner of safety—safety in the home, on the farm, in the factory, and on the streets and highways of America.

The drive, marking the first time in its 33-year history that the council has gone directly to the public for funds, comes at a time when the public is growing increasingly aware of the accident problem because of the appalling rise in traffic deaths since the end of the war.

65 New Sales Reported By East Liverpool, O.

EAST LIVERPOOL, O.—New car sales in Columbiana county increased in February, with 65 certificates of title issued, compared to 35 for the previous month.

In addition, there were registration and certificates of title issued on 970 used cars, making February the best month since 1942.

$11,000 Addition Planned By Greenlease-Moore

A permit has been issued to build an $11,000 addition to the Greenlease-Moore Chevrolet Co. building at 400 N. Walker St., Oklahoma City. The addition will be of brick and steel construction.

AEROJET ENGINEERING CORP., a subsidiary of General Tire & Rubber Co., has been awarded the Navy's Certificate of Achievement for contributions to naval aviation. The primary contribution was the development, construction and production of Jato (jet assisted takeoff) units which were successfully used in the rescue of thousands of wounded and disabled military personnel in combat areas. The award was presented by Rear Admiral E. M. Pace jr. at a ceremony in Azusa, Calif. Shown above are: Admiral Pace, Lt. Com. C. W. Stevenson and A. H. Rude, executive vice-president of Aerojet.

Detroit SAE To Hear Defense Of Patent Plan

DETROIT.—"Future Cars—Evolution or Revolution" will be discussed by A. G. Herreshoff, chief engineer, design development, Chrysler Corp., at a dinner meeting of the Detroit section of the SAE March 25. The meeting will be held at the Rackham Memorial.

Howard A. Darrin, stylist who designed the new Kaiser-Frazer line, will discuss "Does Styling Control the Design of Cars?" W. S. James, Ford Motor Co., will lead the prepared discussion.

John W. Anderson, president, Anderson Co. has for his subject "Disable the Patent System and You Disable America."

R. I. Gas Tax Gains

PROVIDENCE, R. I.—(UTPS)—Revenue from Rhode Island's 3-cent-a-gallon gasoline tax in February was $66,446 over February last year, according to state records. The tax produced $277,798 last month. For the first eight months of the present fiscal year, the gasoline tax totaled $2,226,233, or $417,638 over the same period a year ago.

☞ Want Ad Dept., Inside Back Cover

The Golden Crescent is

A MARKET YOU COULD FIND IN THE DARK

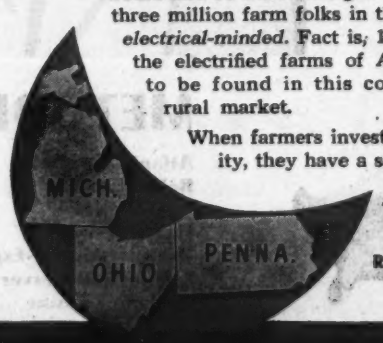
IF you were to fly *The Golden Crescent* course at night—down through Michigan, across Ohio and Pennsylvania—you'd see a story of sales opportunities . . . written in lights.

You'd see the great light clusters of metropolitan cities, the sparkle of small towns . . . but, *more important still*, the pattern of great farm lands in *The Golden Crescent* would also be traced in light. Because the three million farm folks in this area are *electrical-minded*. Fact is, 17.5% of all the electrified farms of America are to be found in this concentrated rural market.

When farmers invest in electricity, they have a score of uses for it—not only for light but for power . . . power to operate modern farm machinery . . . power to operate the home appliances that these urban-minded people need and want.

More than merely wanting electrical appliances, they have the money to buy them—as evidenced by the $107,500,000 that *Golden Crescent* farmers have already invested in electrical home and farm equipment.

You can reach this able-and-ready-to-buy market with your story—quickly—thoroughly—economically. Using no other media you can reach two-thirds of the farmers in this electrified area with *only three* publications . . . MICHIGAN FARMER, OHIO FARMER and PENNSYLVANIA FARMER . . . the farm papers these folks read "from cover to cover!"



The Golden Crescent

RURALLY RICH—POLITICALLY POWERFUL

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OHIO FARMER • MICHIGAN FARMER • PENNSYLVANIA FARMER
CLEVELAND DETROIT HARRISBURG

Automotive Patents

2,394,531—Engine Starter Gearing — James E. Buxton, Elmira, N. Y., assignor to Bendix Aviation Corp., South Bend.

This patent covers a manually controlled device for restraining a spring which normally holds a pinion gear on an armature shaft out of mesh with a gear on the engine to be started.

* * *

2,394,576 — Internal-Combustion Engine Head — Edward A. Winfield, Los Angeles.

A cylinder head, which has valve seats formed therein, is disclosed. It has a spark plug receiving bore inwardly and downwardly inclined relative to the axis of the valve seats.

* * *

2,394,663 — Carburetor Device—Harold A. Carlson, University City, and Olin J. Eickmann, Normandy, Mo., assignors to Carter Carburetor Corp., St. Louis.

In the carburetor disclosed, a valve connects idling and main fuel passages leading to a mixture conduit, which valve is substantially closed at idling speeds and open when the throttle is open.

* * *

2,394,664 — Control Apparatus — Milton E. Chandler, New Britain, Conn., assignor to Chandler - Evans Corp., South Meriden, Conn.

The patented carburetor has a manually controlled throttle with stop means for limiting the throttle opening movement, which stop means is controlled by the pressure in the fuel supply conduit.

* * *

2,394,665 — Automatic Control for Carburetor Choke Valves — Frank T. Christian, Elmira, N. Y., assignor to Bendix Aviation Corp., South Bend.

Thermostatic control means are provided for the actuator of a butterfly valve in the intake passage of this carburetor.

* * *

2,394,675 — Crankcase for Internal-Combustion Engines — Thomas L. Fawick, Akron.

The crankcase disclosed in this patent comprises three associated annular shell members each of which has bearing-support members secured thereto.

* * *

2,394,690 — Engine Starter Gearing — Edwin Elliott Hood, Elmira, N. Y., assignor to Bendix Aviation Corp., South Bend.

A circular latch is associated with a screw shaft fixed to a power shaft of a starter and it holds the starter pinion in mesh under certain conditions and releases it under other conditions.

* * *

2,394,695 — Slipper Spring Block — George Keller jr., Keyport, N. J., assignor to The Truckter Corp., Newark, N. J.

In this disclosure, a multiple leaf spring has one end thereof secured to a slipper block that is slidably carried on the vehicle frame.

* * *

2,394,738 — Internal-Combustion Engine — Leon P. Anthony, Los Angeles, assignor to one-half to Mary Adeline Reynolds, Los Angeles.

The novelty of the patent resides in means for optionally starting or stopping the valve action of certain cylinders in a multiple cylinder engine and for letting air into such cylinders.

* * *

2,394,767 — Rotary Valve — Charles W. Hall, Denver, assignor, by direct and mesne assignments, of one-half to Clifford Heald and one-half to Victor B. Ginsberg, both of Denver.

The patented rotary valve is for use in the head of an internal-combustion engine and it has a passage which connects an axially positioned port in the cylinder head selectively to an inlet or an exhaust passage.

*

2,394,768 — Ignition System — Joseph B. Harkness, Scotia, N. Y., assignor to General Electric Co.

This ignition system has a condensor arranged about the secondary winding of a transformer, which winding connects to the spark plugs.

*

2,394,792 — Engine Ignition Controlling Device — Charles W. MacMillan, Washington.

A pressure responsive electrical switch, operated by the combustion chamber gas pressure, is provided in this patented ignition control.

* *

2,394,840 — Trailer Brake — Charles Buckel, Mountain Home, Id.

A sleeve type brake is shown in the trailer connector sleeve of the patent and the brake may be manually controlled.

* * *

2,394,854 — Steering Apparatus—Morris Goodman, Lincoln, Neb.

The steering apparatus of this patent relates to a connection between a horizontally extending steering shaft and a vertically extending post of a front wheel unit

* * *

2,394,865 — Spark Plug — Frederick I. McCarthy, Forest Hills, and Charles Schandler, New York.

Powdered metal is used as a sealing medium in this special spark plug.

* *

2,394,956 — Wheel Trim — Edward L. Wood, Detroit.

In the patented wheel trim, an annular member is provided, and it carries several longitudinally resilient devices in spaced angular relation.

* *

2,394,970 — Internal - Combustion Engine — Charles N. Aronson, Niagara Falls, N. Y.

This patent relates to a crankcase which has compartments formed therein connecting to pairs of cylinders. Fuel is supplied to the compartments for compression by pistons in the cylinders.

* * *

2,395,005—Muffler—Robert B. Kuhn, Canton, O.

Kuhn's muffler is cylindrical and has a plurality of spaced partitions which have eccentrically positioned holes formed therein; which holes leave the muffler axis unobstructed.

* * *

2,395,013—Tire Chain Applying Device —Thomas C. Reese, Ardmore, Pa.

The chain applying device can be secured to a wheel and it includes an elongated member carrying a pair of complementary juxtaposed hooks that can be abutted to form a closed loop.

* * *

2,395,072—Brake System—Christian H. Sauer, Chico, Calif., assignor to J. T. Aim, Chico, Calif.

The brake system includes means for mounting a brake support on a frame so that it may exert braking action on a brake drum but be slightly movable arcuately on the frame.

*

2,395,106—Drive for Multiple Axle Vehicles—Bertrum G. Donley and George D. Simonds, Clintonville, Wis., assignors to Four Wheel Drive Auto Co.

The drive disclosed in this patent has a power dividing multiple differential gear on the frame for connection to a front axle and bogie axles so that the axles are differentially operable with respect to each other.

2,395,110 — Two-Cycle Engine — Mark L. Forrest, Framingham, Mass.

A cylinder liner is provided in this engine and has an exhaust port therein uncovered by the piston. The exhaust pipe extends through the cylinder casing without substantial contact therewith.

* * *

2,395,183 — Torsion-Rod Springing of Tandem-Axle—John G. Holmstrom and Wallace M. Brown, Seattle, assignors to Kenworth Motor Truck Corp.

The patented structure has, on each side of a vehicle, a pair of co-axial levers supported from the frame for rocker movement, a torsion rod coupling the lever hubs, and axle perches are specially mounted on the lever rod assembly.

* * *

2,395,189—Synchronizer—Robert Lapsley and Donald S. Dence, Berrien Springs, Mich., assignors to Clark Equipment Co.

I nthis patent, a synchronizer sleeve, having a friction ring pressed into an internal frusto-conical seat formed at oone end of the sleeve, is provided.

* * *

2,395,223—Vehicle Brake Mechanism—Jeannot G. Ingres, Detroit, assignor to Automatic Shifters, Inc.

The patented brake mechanism is for use in a hydraulic system having a differential fluid pressure motor connectedtherein with a manually operable motor control valve.

Pharis Will Fight OPA Suit Asking Triple Damage

NEWARK, Ohio.—Hurling a direct challenge at OPA's "Multitudinous conflicting rulings," Furber Marshall, president, Pharis Tire & Rubber, announced last week intentions of fighting in court the OPA's charges of violations in scrap rubber price regulations.

"We will welcome the opportunity in court for determining for the benefit of the rubber industry just what hundreds of pages of contradictory regulations really mean," Marshall said when the OPA filed suit in Federal court asking $19,066.53 damages.

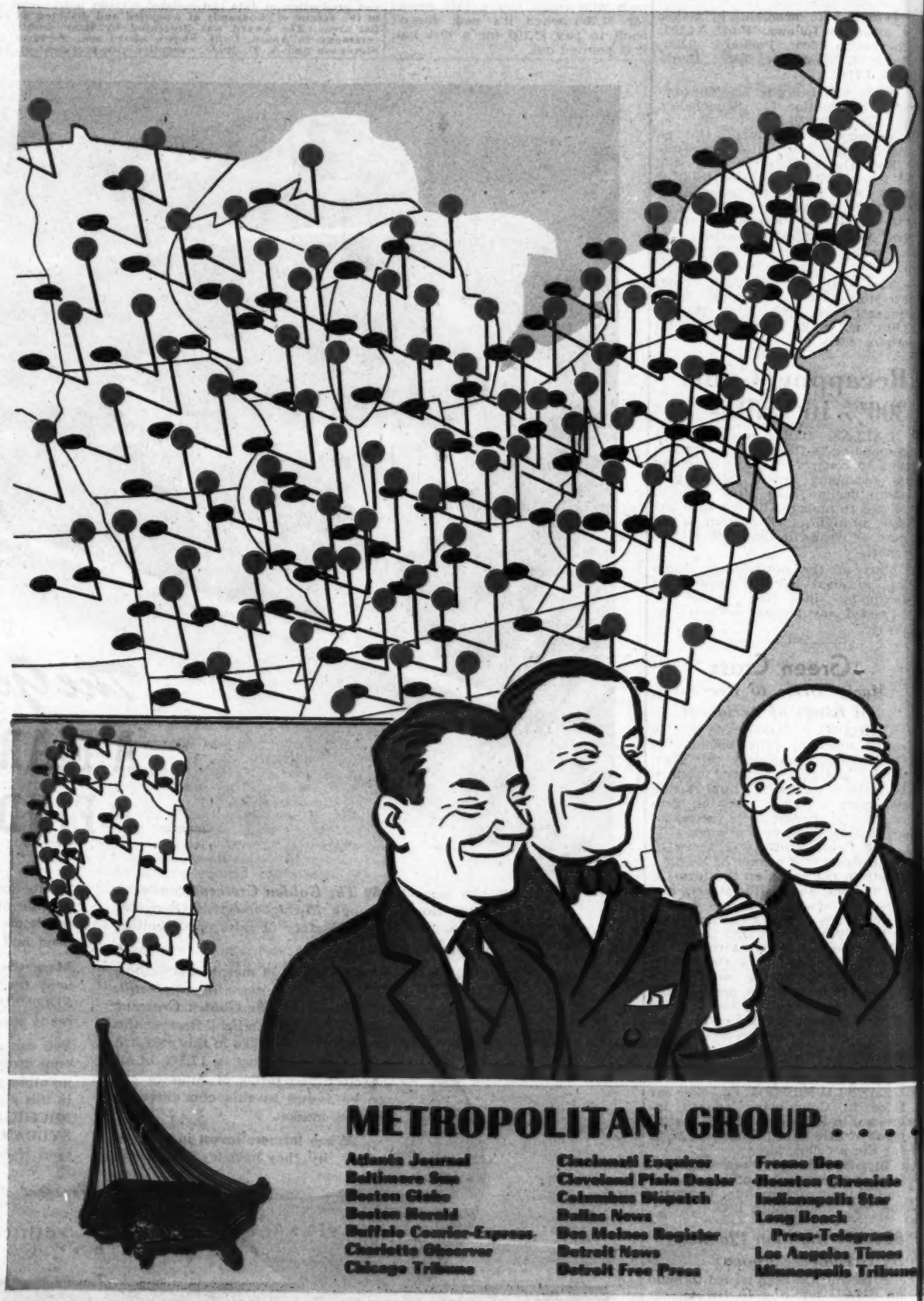
"For the past two years," Marshall said, "we have repeatedly sought clarification from OPA of its multitudinous conflicting rulings. Finally, after several conferences, an offer of settlement for the sum of $3,769.23, dated Dec. 26, 1945, was received from the OPA.

Refusing to pay 1 cent when we felt our position correct, we filed a further brief on Jan. 4, 1946, in notice of our contention. We have had no answer to same until notice of this suit was furnished to us by the press," he said.

Thomas M. Logan, chief attorney for the OPA rent and durable goods enforcement section, filed the suit against Pharis, asking treble damages.

2 Salesmen Return

Bill Beasley, prewar salesman for Union Motor Co. (Ford), Twin Falls, Ida., has rejoined the firm since his return from Bremerton, Wash., where he was employed in war work during the war. **Enos Schiffler** is another Union Motor salesman who has returned after war service elsewhere.



Stringent Code For Unions Offered N.Y. State

ALBANY.—Stringent restrictions and responsibilities would be imposed upon labor unions under a State Bar Assn. bill introduced last week in the New York State legislature.

Titled "the State Labor Practices Act," the bill would bar strikes under certain conditions and leave unions open to suit for breach of contract or for damages where strike action was taken in violation of its terms.

The measure would require state certification of unions and empower the State Labor Relations board to deny, revoke or suspend certification where unions failed to meet certain prescribed standards. Loss of certification would void closed-shop pretential hiring, maintenance-of-membership and like provisions in operative labor - management contracts.

Picketing would even be barred in certain instances under the bill, which was drafted by the association following a two - year study conducted by its labor committee, of which Lawrence Hunt of New York city is chairman. Principles embodied in the bill were approved by the association at its annual meeting this year.

The bill's declaration of purpose asserts that operation of the State Labor Relations act has "disclosed certain deficiencies and omissions which require supplementation by law to make it an even more effective instrumentality for the promotion, development and establishment of more harmonious relationships between employers and employes, between employers and labor organizations, and between labor organizations and their members."

Through the bill, the legislature would further declare that it "recognizes that the sudden termination of the World War II will inevitably necessitate adjustments in such relations, and that the public interest, as well as the interests of employers and employes, requires the strengthening of governmental machinery and processes designed to reduce to a minimum the causes of labor disputes and to assure the prompt settlement and determination of such disputes under governmental supervision whenever necessary in the public interest."

A section requiring certification of unions provides that the act shall not apply if the employer concedes, and the SLRB agrees, that his employes are subject to the National Labor Relations act or the Federal Railway Labor act.

Diversion Didoes

Ky. Referendum Doesn't Stop Legislators From Ideas for More Auto Taxes

LOUISVILLE.—There appears to be no way of outfiguring politicians. Voters of the state last fall favored a referendum under which it became illegal to divert any part of the road tax funds, obtained from a 5-cent-a-gallon gasoline tax, for other state purposes.

However, the present session of the state general assembly was still young when a bill was introduced and passed in one house, that would make airports a part of the state highway system, and would divert $500,000 a year to them.

This will probably not get very far, in that Washington has indicated to the state highway department that no matching funds will be allocated if road funds are used for airports.

Then another bill was enacted reducing the tax on gasoline used in farm tractors, stationary engines, etc., or not used on highways, this reduction being about 90 percent of the tax.

However, the legislators, not to be outdone, introduced a bill to put a tax of 1-cent-a-gallon on gasoline and 1-cent-a-quart on oil, for general fund use, whereas heretofore all tax gasoline went to road funds.

Eugene Stuart, secretary - manager of the Louisville Automobile Club, and other auto clubs of the state, have protested against additional tax on the motorists and for general fund use.

Stuart told a meeting of automobile club officials in Frankfort last week that the bill, if enacted, would quite likely result in a lot of motorists, along Kentucky borders, and especially where there are free bridges, buying much of their gasoline, as well as oil, in border states where the tax is much smaller.

He said that 42 percent of Kentucky's passenger cars and 34 percent of the states' trucks are registered in counties bordering on the Ohio river, while many other towns are located along the borders of Tennessee, Virginia and West Virginia. Bridges at some points along the Ohio are now free, and the main bridge at Louisville will become toll free this year. He also held that but two states, Alabama and Louisiana, now have taxes on motor oil.

It was charged that the proposed gas-oil tax, would impose $3,500,000 of additional taxes on motorists of the state.

James A. Diskin, Ft. Thomas, Ky., chairman of the Kentucky division, Cincinnati Automobile Club and Glen Weinman and L. B. Shouse, Lexington, for the Bluegrass Automobile Club, were others attending the conference.

Nobody was nuts after all . . .

"Have you gone nuts hiring salesmen?" asked the puzzled President.

"Oh, those pins don't represent salesmen. Except incidentally," said the Sales Manager. "Those pins show the 626 places where our advertising reaches over half the families."

"Then have you gone nuts?" the President asked the Advertising Manager. "And put us in the barrel for a flock of expensive across the board advertising!"

"No sir!" said the Sales Manager. "We get all that coverage with only 46 newspapers."

"Maybe I'm nuts," said the President. "But I don't get it . . ."

A LOT of advertisers don't get it—this National Newspaper Network. But it's as simple as it is significant.

Big city Sunday newspapers now sell far beyond their place of issue, and have large, widespread circulations.

Hook up the best of Sunday newspaper circulations—and you have Metropolitan Group . . . 46 newspapers, with 16 million circulation, reaching almost half of all the families in the whole national market.

This newspaper network delivers more concentration than any other single medium or any logical combination of media . . . in more major markets.

For instance—over 50% of the families in 626 cities; over 20% in 909 . . . no jerkwater junctions either, but all in the over 10,000 population brackets . . . Not only national coverage, but enough local penetration to get action from the trade as well as the public.

NO OTHER advertising vehicle packs the punch of this network.

Group buying cuts costs. You can pick the list that powers your particular markets.

One order, one ad, one bill . . . take the sweat and slide rule out of space buying!

And there's a plus in this newspaper network package . . . preferred position!

In the comics section with four colors . . . four out of five adult readership, plus nearly all of the juniors.

In the gravure picture sections . . . with fine reproduction, and the highest average page readership . . . both sexes, too!

Power, presentation, prestige, audience preference—and low in cost because big unit buying earns lower rates.

Make a note—to know more about this national newspaper network . . . Offices in New York, Chicago, Detroit and San Francisco. A phone call to any one will get you immediate response—from coast to coast!

. . . the national newspaper network

Milwaukee Journal	Oregon Journal	Sacramento Bee	St. Louis Globe-Democrat
New Orleans Times-Picayune-States	Philadelphia Inquirer	San Antonio Express	St. Louis Post-Dispatch
New York News	Phoenix Republic	San Diego Union	St. Paul Pioneer Press
New York Herald Tribune	Pittsburgh Press	San Francisco Chronicle	Syracuse Post-Standard
Oakland Tribune	Rochester Democrat & Chronicle	Seattle Times	Tacoma News Tribune
Omaha World-Herald	Providence Journal	Spokane Spokesman-Review	Washington Star
		Springfield Union & Republican	Washington Post

Chrysler Back In Production at L. A. Truck Plant

LOS ANGELES. — Assembly operations began at Chrysler Corp.'s Los Angeles plant last week as employes returned to their jobs after a shutdown caused by the steel strike.

The local plant assembles Plymouth and Dodge trucks. Production of 250 units was scheduled last week, officials revealed. A steady step-up in output is planned and by May 1 the schedule calls for 1,000 units a week.

The employment office at the plant is being besieged by persons seeking employment. However, skilled workers are still scarce, officials say.

Trucks O'War

Book Shows Vehicles In Combat

WASHINGTON. — To document the magnificent work performed at home and abroad by highway transportation in World War II, Automotive Safety Foundation has prepared "Motorized America in War and Peace."

Volumes would be required to present the complete story. But through careful selection from thousands of excellent photographs, the book serves as a useful and interesting tribute to the men who built and to those who manned or maintained the fighting and load-carrying vehicles.

Concluding the book is a section highlighting the aftermath of the war — the sharp increase in traffic deaths and accidents, the worn-out highways, the over-age cars. Emphasis is placed on the united effort in education, enforcement and engineering needed to bring down the traffic toll.

A science and engineering forum, honoring the centennial of the birth of George Westinghouse, will be held in Pittsburgh on May 16-18.

Dealer Doings

Hackett & Whiting Start $38,000 Home in Yuma

Construction of new quarters for Hackett & Whiting Motor Co. (Pontiac), 34-38 E. Alameda, Tucson, Ariz., is under way.

The building will cost $38,000.

* * *

Two New Dealerships Open In Waycross, Georgia

Waycross Motors, headed by **Clifford L. Jordan** and **John L. Albritton**, has opened a new dealership on Albany Ave., Waycross, Ga.

Waycross Sales Co., composed of **Kermit W. Reid, W. F. McCann** and **J. Y. McCann**, has opened a dealership.

* * *

N. H. Pay Study Committee Includes 5 Auto Men

New Hampshire Motor Vehicle Commissioner **Virgil D. White**, veteran Ford dealer in Ossipee, has been named as secretary of a special committee approved by Gov. Charles M. Dale for a study of a proposed revision of minimum wage scales in the state's retail industry.

Other members include **Otis Mercer**, Nashua, president of the New Hampshire Automobile Dealers' Assn.; **Willard H. Head**, automotive engineer of the Public Service Co. of New Hampshire; **A. J. Staby**, secretary of the State Truck Owners' Assn., and **Winslow E. Melvin**, transportation director of the Public Service Co.

* * *

15 Counties Awarded McCartney by K-F

Paul McCartney, Inc., has been appointed Kaiser-Frazer distributor for 12 Arkansas and three Oklahoma counties.

Last week it announced appointment of the following Arkansas dealers: Smith & Smith Motor Co., Berryville; Putman-Van Meter Motor Co., Rogers; Carney Motor Co., Springdale; Siloam Motor Co., Siloam Springs; Goff-McNair Motor Co., Fayetteville; Creekmore Motor Co., Van Buren; Kolb Motor Co., Clarksville; Cole & Orsburn Motor Co., Paris; Watkins Motor Co., Mena; Ballard Motor Co., Gravette; Hampton Motor Co., Booneville. In Oklahoma A. J. Boyd Motor Co.,

TYPICAL OF buildings being occupied by the enlarged Hudson dealer group in the Detroit metropolitan area is this partially completed building of Slusser Motor Sales in Ferndale.

* * *

Diers Start 4 Dealerships In Two Nebraska Cities

Eugene D. Diers, W. C. Diers and **G. W. Howard** have incorporated four dealerships to handle motor vehicles and farm equipment. Diers Motor Co., with a capital stock of $100,000 and Midwest Farm Equipment Co., with authorized capital stock of $50,000 will operate business in Grand Island, Neb. Two concerns with the same names, capital stock $50,000, will operate at Fremont, Neb.

* * *

Auto Veterans Head Up K-F Louisville Outlet

Long experience in the auto business is shown by the heads of the newly formed Kentuckiana Motors, Inc., Louisville, established to distribute Kaiser and Frazer autos in Kentucky and southern Indiana, and to handle the local dealership.

E. H. Abbott, president of the company, has been in the auto business in Louisville and New Albany, Ind., for approximately 17 years. The company vice-president is **H. P. Teimmiller**, who was formerly a factory wholesale representative for both Ford and Dodge, covering a period of 22 years. **Fred L. Kuhn** is treasurer and **Sam Manly**, secretary.

* * *

McLean Starts Addition For Display Facilities

McLean Motors, Kingsway and Third Ave., Port Alberni, B. C., is building a new display room.

The dealership represents Buick, Pontiac and G.M.C. trucks.

* * *

Whiting Quits Packard, Takes Dealership

Henry Whiting has resigned as Detroit zone manager for Packard to take over Packard-Grosse Pointe, Inc., a dealership in Grosse Pointe, Mich.

Henry Whiting

The factory had operated a branch at the Grosse Pointe address since 1929, and Whiting's appointment as dealer there is part of the factory's program to withdraw completely from retail business throughout the country.

Whiting joined the factory organization July 5, 1922. He is a former president of the Detroit Auto Dealers' Assn. Whiting said O. G. Heinrich would continue as service manager at Packard-Grosse Point. Gerald F. Schneider, associated with Whiting since 1924 and lately with the downtown Jefferson branch, will be sales manager.

* * *

Francis Buys Site

Olsen-Francis Motor Car Co. building, 1138 Southwest Sixth, Portland, Ore., owned by **C. E. Francis**, pioneer Ford dealer, has been sold for approximately $140,000. Francis has purchased a half block at Southwest Sixth avenue and Clay street as a site for a new automotive building to house the Ford, Lincoln and Mercury dealership.

* * *

Yuma Dealer Builds

Work has been started on a 50 by 100-foot concrete building at Yuma, Ariz., to house Brunson-Griffen Motor Co. (Kaiser-Frazer). Incorporators are **C. R. Brunson**, Hollywood; **Horace B. Griffen** and **Jacqueline E. Griffen**, both of Yuma.

* * *

Lovell Likes Port Job

Sherman W. Lovell, Astoria, Ore., dealer, has filed declaration to continue as commissioner of the Port of Astoria, which he has administered for the past four years.

* * *

Lorenz to Renovate

Lorenz Motor Co., Pendleton, Ore., has secured permit for remodeling of its sales and service building.

* * *

Marks Tenth Birthday

Southwest Chevrolet Co., Fort Worth, Tex., celebrated its tenth anniversary. The firm is now located in its new building at 1201 W. Seventh St. **Carl J. Aldenhoven** is president and manager.

* * *

Ernest Allen, Fort Worth, Tex., Chevrolet dealer, mounted on a prancing Palomino horse, was parade marshal of the March 8 opening of the Southwestern Exposition and Fat Stock show, a Fort Worth classic for the past 50 years. Allen is president of Ernest Allen Motor Company, 701 Commerce St.

* * *

White Motor will erect a $130,000 one-story building at Michigan and South Park Aves. It will have about 20,000 square feet of space and will be used for sales and servicing of trucks and for housing the company's branch offices.

* * *

The building at 341 Union Ave., Memphis, occupied by Southern Motor Co. (Cadillac—Oldsmobile), has been purchased by **E. H. Sanders**, of Sanders Cotton Co.

* * *

Bunn-Stubbs Motors, Inc., has been organized at Waycross, Ga. Principals are **C. M. Stubbs, H. D. Bunn** and **Bessie Bunn.**

* * *

A parts and accessories department has been added at Peabody Motors (Packard), Oakland, Calif., according to **Van Peabody.**

You don't have to add inhibitors to oil . . .

Aluminum is by nature highly resistant to corrosion—another good reason for employing Alcoa Aluminum bearings in your engines. Additives, put in lubricating oils to dissolve carbon, do not attack aluminum.

These bearings are bearing metal clear through—extra insurance against crankshaft scoring in case of lubricating system failure. Alcoa bearing alloys offer excellent bearing characteristics. Their high heat conductivity lowers surface temperature.

Service tests in engines confirm and supplement laboratory tests; "aluminum bearings contribute to greater engine reliability". Ask your supplier for Alcoa Aluminum bearings.

ALUMINUM COMPANY OF AMERICA, 1926 Gulf Building, Pittsburgh 19, Pa.

ALCOA ALUMINUM

Dealer Doings

Barton Becomes Partner With Greenman in L. A.

J. R. Barton, with Chrysler for 15 years and manager of the Marine Engine division since April, 1943, has resigned to enter into a partnership with **Lysle Greenman** in his Los Angeles dealership, 420 So. LaBrea Ave.

J. R. Barton

Barton joined the sales department of DeSoto in 1929 and from there went to the Plymouth division. He was made regional manager at Los Angeles for the Chrysler division in 1936. His next assignment was to the Jefferson Ave. plant, Detroit, as a member of the dealer market analysis committee. Later he advanced to sales executive. In 1941 he was assigned to the Chrysler New York Co., as vice-president and remained there about two years.

* * *

Great Lakes Buys Building For Truck Operations

Great Lakes Motor Corp., 2359 Main St., Buffalo, has purchased the two-story building at 3068 Main St. The building, assessed at $59,000 and containing 14,000 square feet of space, will be used for the sale and service of Dodge trucks. Great Lakes' outlet for Dodge and Plymouth passenger cars will remain at 2359 Main St. The dealership is owned by **Martin Exler** and **Anthony J. La Mastra,** who have been in the automobile business for more than 20 years.

* * *

Plane Dealers

3 Distributors in West Named by Stinson

Appointment of three new Stinson airplane distributors in the Mountain states region was announced last week by Larry Cooper, manager.

They are **Douglas Robinson,** Gilpin Airport, Tucson, Ariz.; Mountain States Aviation Co. (**Harry B. Combs** and **Lou Hayden**), Denver; and Servair (**Charles J. MacCharles** and **Landon W. Fahrner**), Municipal Airport, Helena, Mont. They have received their first four-place Voyager 150 demonstrators.

The Voyager 150 is the first postwar product of the Stinson division of Consolidated Vultee Aircraft Corp. at Wayne, Mich. Powered by a six-cylinder 150-hp engine, it is soundproofed and cruises at 125 miles an hour.

* * *

Willys Dealer in Houston Leases Home for $64,600

O'Kelly Motor Sales Co., Houston, Tex., has leased a one-story building and adjacent sales lot for a five-year period for a consideration of $64,600 to house its new Willys-Overland dealership. **John L. O'Kelly** and **S. F. O'Kelly** are owners.

* * *

De Soto Dealer Shows Cars Along with Rare Rug

Display of the largest Navajo Indian rug in the world, the 1945 DeSoto and Plymouth cars and the new International pickup truck marked the opening of the Lorenzo Hubbell Motor Co., at Winslow, Ariz.

The rug, now owned by **Roman Hubbell,** manager of the dealership, is 21-feet wide and 36-feet long. It weighs 239 pounds. Fourteen veterans are on the payroll.

* * *

Stanley-Leff, Jacksonville, Builds Nash Dealership

A one-story brick building is under construction at Orange and Main Sts., Jacksonville, Fla., for Stanley-Leff Motors, Inc. (Nash).

Present headquarters are at 917 Main St. It is expected the new building will be completed in July.

* * *

Durrence Pontiac to Erect $20,000 Building in Ga.

Durrence Pontiac Co. has received a permit for construction of a new $20,000 building at Waycross, Ga.

* * *

Pearson Medley Opens Chrysler Dealership

Pearson-Medley Motor Co. has opened in the 300 block of north Jefferson St., Albany, Ga., a Chrysler-Plymouth dealership. Owners are **Frank Pearson** and **Gaines Medley,** Atlanta. The service department is headed by **Roland Culpepper.**

* * *

Kaiser-Frazer Appoints Peerce in Quantico, Va.

Peerce Motors, **William R. Peerce,** owner, has been appointed Kaiser-Frazer dealer for Prince William county, Va., he announced last week.

The dealership will occupy a new building in Quantico, Va.

* * *

Rohrer to Invest $50,000 In New Dealership

An investment of $50,000 is planned by **Howard Rohrer,** owner of Howard's Motor Sales (Kaiser-Frazer), Albany, Calif., for sales and service headquarters. Plans call for a building with dimensions of 125 by 100 feet, fronting on San Pablo Ave.

He will continue in the used car business in a lot across from his salesroom.

* * *

Dykes Motors Occupies New $35,000 Dealership

Dykes Motors, Inc. (Plymouth-Dodge), Dalton, Ga., has been moved into a new brick building at 410-416 Pentz St.

The new structure is 80 by 100 feet and cost about $35,000.

* * *

New Showrooms Opened By Knower in Hillsboro

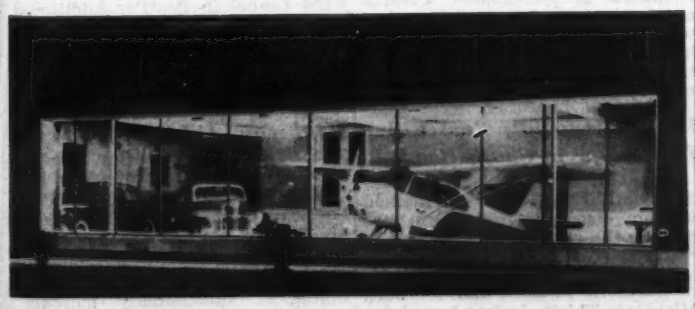
New showrooms have been opened by Knower Sales & Service Co. (Ford), Hillsboro, Wis. **Harold Knower,** owner, will be assisted by his two sons, recently released from the armed forces, **Raymond** and **Ralph.** A son-in-law, **Richard P. Sebranch,** also with the firm, was released from the Army recently.

* * *

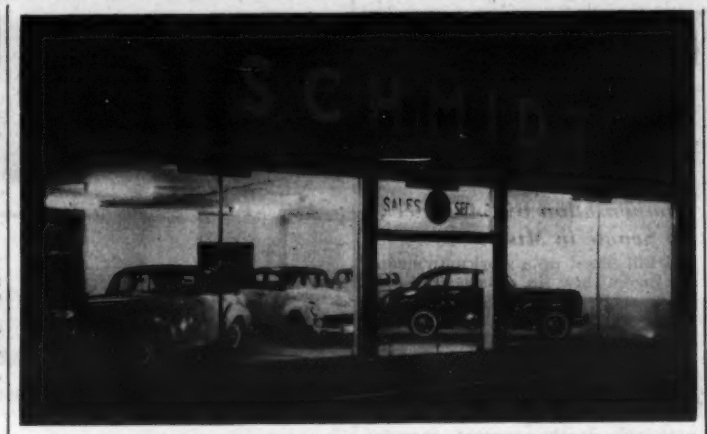
Kaiser-Frazer Names McCord Ga. Dealer, Distributor

D. Elle McCord, who has been serving as district director of OPA in Atlanta, has been appointed dealer and north Georgia distributor for Kaiser and Frazer automobiles. After showrooms for the new cars have been located in Atlanta, dealerships will be named in 52 north Georgia counties.

McCord, who became OPA district director in 1943, has been active in automotive circles in Atlanta for 27 years. For a number of years, he was a partner in the firm of McCord-Johnson. He said the new dealership would be opened as soon as a suitable location has been obtained. A partner in the dealership will be his son, **John H. McCord,** recently released from the Navy.



HERE IS a new Aeronca champion, two seat, tandem type plane, on display in the Union Avenue window of the Wright Aircraft Co., dealer for both cars and planes in Memphis, Tenn.



SCHMIDT MOTORS, Middletown, O., has undergone extensive remodeling. A night view of the dealership, headed by August Schmidt, is shown above.

* * *

Baize Handles Hudson In Lawrenceburg

Baize Motor Co. (Hudson), located on Jackson highway in Lawrenceburg, Tenn., is the town's newest automobile dealer. **Elda Baize** is owner of the new firm. It is housed in a spacious new building. It has both sales and service departments.

* * *

Miller Plans New Building At Mishawaka, Ind.

D. J. Miller Auto Sales Co., Mishawaka, Ind., will erect a $35,000 building for an automobile display room and service facilities.

The former will measure 65 by 100 feet, and the latter 246 by 70 feet. The new building will be at 2102 Lincoln Way, W.

* * *

Chrysler-Plymouth Firm Is Opened in Shawnee

Ed Dawson, Jimmie Stevens and **Phil Watson** have opened Allied Motors, Inc. (Chrysler-Plymouth), at 126-132 S. Bell St., Shawnee, Okla. **Jack Little,** for 16 years with different Chrysler-Plymouth organizations, has been named service manager.

* * *

Willys Dealership Maps $85,000 Building

Plans are being mapped for a new Willys dealership building costing $85,000 in Richmond, Calif. The building will be at McDonald and San Pablo Aves. The transaction is being handled by **W. W. Henry Jr.,** of Henry & Johnson.

* * *

12 Dealers Added In Buffalo Area

Expanding its sales and service organization, Hudson has almost doubled the number of its dealers above prewar levels in the Buffalo district, **Harry J. Erhart,** of Erhart Motor Car Co. Inc., distributors, declared last week.

Twelve new dealers have been added, bringing the total number to 22. The city of Buffalo now has five Hudson dealerships, three of them new, he said.

* * *

Glodfelty Dealership Starts at Anaheim

Glodfelty Motors (Willys) has been established at 113 S. Palm St., Anaheim, Calif., by **W. C. Glodfelty.** The building has been remodeled and redecorated.

* * *

Thurmond, Bobbitt Head Up New Nash Firm in Fla.

A new-car and truck dealership to be operated by **A. H. Thurmond** and **Murray Bobbitt** has been opened at 1318 Heitman St., Ft. Myers, Fla., The firm will handle Nash cars and Diamond T trucks, and the new building will house facilities for display and servicing.

Thurmond has been connected with Lee Motors here for the past eight years, having been manager for the last three. Bobbitt, who is also Thurmond's son-in-law, was recently discharged from the Army after three years service.

* * *

Dodge Dealership Opened By Sullins in Waco

Clifford Sullins, Waco Tex., has opened the Sullins Motor Co. (Dodge-Plymouth), at 210 S. 15th St. The company, specializing in service on Dodge, Plymouth and Chrysler, maintains a general auto repair shop.

* * *

Harvester Outlet in Ga. Gets New Management

D. T. Sutherland Machine Works & Foundry, dealer in Bainbridge, Ga., for International Harvester, has sold the business to **D. F. Long** and **W. W. Long.**

The new concern will be known as Long Truck & Tractor Co., and the place of business will remain at the same location until a new building can be erected. The service department will continue under **Marion Holloway's** management.

* * *

Selkirk Motors Appointed Mercury-Lincoln Dealer

Selkirk Motors, Ltd., Kimberley, B. C., has been appointed Mercury-Lincoln dealer for Kimberley and district. The dealership is owned and managed by **Frank M. Shaw. W. B. Coupland** is service manager.

Shaw is a charter member of the Kimberley Rotary Club and also a member of the BPOE. Coupland joined the staff of the Sentinel Motors in Coleman, Alberta, in 1937, and from 1940 to 1942 was with the Selkirk Motors. He recently returned from war service.

* * *

Hollywood, Perkins Establish Wilmington Distributorship

A new De Soto - Plymouth distributorship, Hollywood & Perkins, Wilmington, Del., was announced last week. It will cover Delaware and two Maryland counties. **Maj. James Hollywood** expects to be discharged from the armed services soon. **Capt. Dudley Perkins** was recently discharged.

The firm expects to break ground for new headquarters on Governor Printz Blvd. soon. It is temporarily located at Delaware Ave. and Adams St.

* * *

Completes Addition

The $10,000 addition to the J. P. Roberts dealership, Starke, Fla., has been completed. The new building furnishes 5,000 square feet of floor space, with 3,000 square feet allotted for shop area.

* * *

North Motor Sales

North Motor Sales, Stevens Point, Wis., has been incorporated by **O. A. Larsen, Clare Preville Waser** and **Ross L. Waser,** as a Pontiac dealer.

* * *

Additions for Edwards

Harold J. Edwards (DeSoto-Plymouth), since 1939, in Crawfordsville, Ind., has completed an addition which triples his space. The entire building has been remodeled and redecorated.

* * *

New Building in Kokomo

A new building is being erected at Washington and Mulberry Sts., Kokomo, Ind., for Washington Motor Sales, operated by **Ralph Walker.** It will be 102 feet by 82 feet, and will be ready for occupancy by fall. A body repair shop will be installed in the present location after the dealership moves to the new address.

* * *

Hutton to Build

R. C. Moore and **E. T. Hutton,** of E. T. Hutton Motor Co., have purchased a site at Union Ave. and S. Wellington St., Memphis, for construction of a brick and steel building.

* * *

Capitol Nash Moves

Capitol Nash has moved from 308 N. First St., Baton Rouge, La., to larger quarters at 2615 Scenic Highway.

* * *

South Park Chartered

South Park Motors, Inc., has been incorporated in Buffalo with capital of $100,000. Incorporators are **Don Allen, Esther B. Allen** and **H. W. Casey.**

* * *

Senters Motor Co.

Norman Senters has purchased Woodall Motors, Terre Haute, Ind. The name has been changed to Senters Motor Co. (Federal—Cletrac).

* * *

Dealer Davis Builds

Work has begun on a concrete block building, 85 by 65 feet, Blountstown, Fla., for John L. Davis Motor Co. (Dodge-Plymouth) in Calhoun County.

* * *

Charter for McNabb

McNabb Motors, Inc., Youngstown, O., has been granted a charter. Incorporators are **Harold S. Rickert, Anne Smale** and **Randall McNabb.**

* * *

Alonzo W. Pompey, custodian for the past 13 years for L. O. Gates Chevrolet Co., Mishawaka, Ind., was honored at a surprise birthday party. Employees of the dealership presented him with many gifts in observance of his seventy-first birthday.

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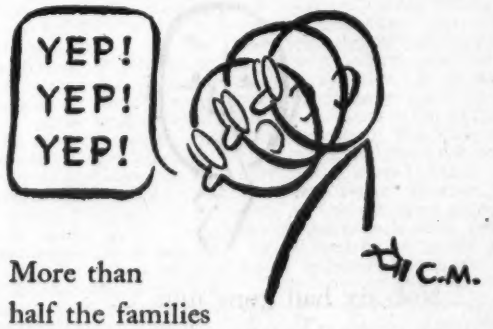

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In the Hopper

St. Louis County Fights Loss of Road Funds

Opposition to a bill pending in the Missouri legislature, which would limit use of road funds collected in municipalities to maintenance of county roads within the corporate limits is being opposed by the St. Louis County League of Municipalities. Under the present law 65 percent of the money collected in municipalities by the county for road purposes is refunded to the municipal unit in which it is collected.

This is for the maintenance of all streets in the municipality. The pending bill would make it discretionary with the county court whether this money should be returned, and would provide that, if the money is refunded, it could be used only for county roads running through the municipality. Many towns do not have any county roads running through their areas and would be deprived of participation in the county road funds.

* * *

Hold That Horn

N. J. Bill Would Penalize Premature Tooting

Horn blowing at the vehicle in front as soon as the light turns green at a traffic intersection would be made an offense subject to a $50 fine under a bill introduced last week in the New Jersey legislature.

A statement accompanying this bill declared: "It is believed that the shortest space of time is that elapsing between the time a traffic light changes and the driver of the vehicle directly behind sounds his horn.

"This act is designed to break up this stupid practice by subjecting the violator to a penalty."

* * *

Idaho Special Session Hears Plan for Bigger Patrol

Idaho legislature, now in special session, is considering the following appropriations: Additional operational funds for the state bureau of aeronautics and the state highway patrol, including the hiring of additional patrolmen and the purchase of uniforms and equipment, including new motor cars.

It will also debate additional provision for the construction of highways.

* * *

R. I. Truck Assn. Proposes Public Record of Rates

A bill providing for intrastate regulation of the trucking industry was introduced last week in the Rhode Island legislature at the request of the Rhode Island Truck Owners Assn.

Richard A. Moran, secretary-manager, said the bill is comparable to laws now in effect in Connecticut and Massachusetts and the Federal Motor Carrier Act. All carriers, whether common or contract, would be compelled to file rates which would be open to public inspection, thus tending to eliminate rate discriminations, he explained. Similar legislation has been unsuccessfully sought in the past in Rhode Island.

* * *

Compensation Bill Advances To Senate in Miss.

A bill to set up a workman's compensation law in Mississippi, the only state now lacking such a statute, has been passed by the Mississippi house and sent to the senate.

Under the proposed measure, weekly payments to injured employes would range from $7 to $25, with the death payment carrying a maximum of $8,600, payable either to dependents or an estate.

* * *

Hike in Gas Tax for a Year Proposed in Rhode Island

A bill to impose during the next fiscal year only, an additional 1-cent-a-gallon tax on gasoline has been introduced in the Rhode Island general assembly as part of a Republican program to solve the state's financial problems. The proceeds would be distributed among the cities and towns to be used exclusively "for the construction and maintenance of streets, highways and roads."

The proposed tax is intended to be an alternate to a bill previously presented which would earmark $3 million in gasoline tax revenue annually for the cities and towns, 60 percent of which would be used for highway purposes and 40 percent for educational purposes.

* * *

Responsibility Curbs Tightened in Kentucky

Kentucky's motorists' financial responsibility law would be stiffened under a bill passed by the state senate. The measure previously had been approved by the house, but was returned to that body for concurrence in an amendment to the title.

Under the new measure, drivers involved in accidents would be required to furnish within 30 days evidence of sufficient security to meet possible judgments against them. Failure to do so would result in license revocation.

* * *

Idaho Border Control Adds 25 Officers

A bill appropriating $215,932 from the special motor vehicle fund to expand the state police force by 25 officers and to reestablish ports of entry for the collection of fees from trucks was enacted last week by a special session of the Idaho legislature. Gov. Arnold Williams had advocated reestablishment of checking stations on highways leading into the state "in order that we may increase our revenue materially." He asserted that Idaho was "losing thousands of dollars with commercial trucks coming into the state and using our highways without paying the statutory taxes."

Also enacted by the special session was a bill authorizing issuance of $500,000 in tax anticipation notes to add revenue to the highway department.

* * *

Miss. Legislators Repeal Sales Tax on Producers

A bill to repeal Mississippi's manufacturers' sales tax has been passed by the state senate. The measure previously had been approved by the house, but was returned to that body for concurrence in an amendment including soft drink bottlers in the tax exempt group.

Levied at the rate of ¼ of 1 percent upward to 1 percent, the tax had netted the state around $2,480,000 a biennium. It had been assailed as a barrier to state-manufactured articles in competition with those processed outside Mississippi.

* * *

Highway In Sky?

Stuart Sees Little Hope For Ky. Diversion Bill

Eugene Stuart, secretary of the Louisville Automobile Club, said last week that he seriously doubted the constitutionality of a bill before the Kentucky legislature to make airports a part of the state highway system, and diverting $500,000 in road funds for upkeep of airports.

In his opinion, there is no question but that the courts would rule it unconstitutional, he said. He further asserted that there was no conflict between highways and airports but "They just can't rob the roads to build airports."

The airway supporters have some cause for complaint, they claim, in that they have for years been paying a 5-cent-a-gallon tax on gasoline, not used on the highways. Recently the tax on gasoline used in tractors and farm machinery was reduced 90 percent.

* * *

2 Aviation Booster Bills Become Law in Ky.

Two bills designed to promote aviation in Kentucky have been signed into law by Gov. Simeon Willis. One of the measures broadens the authority of the Kentucky Aeronautics commission, while the other enables cities and counties to establish zoning areas in order to safeguard approaches to their airports.

Under its new authority the commission may designate a state airways system in coordination with the federal government system, license and regulate airports in the state, and enforce its regulations by suspension or revocation of permits or through court injunctions.

* * *

Seeks Boost in Benefits

A bill to increase maximum benefits under Kentucky unemployment compensation law from $16 to $18 a week was introduced last week in the legislature.

* * *

N. J. Studies Sick Pay

New Jersey's assembly last week passed and sent to the state senate a concurrent resolution directing the State Commission on Postwar Economic Welfare to study whether sickness benefits should be paid from the state's $437,000,000 unemployment compensation fund.

There was also a proposal to dedicate the 1 percent contribution of workers to the proposed sickness insurance fund. Sickness benefits, the amount of which would be governed by a sick worker's earnings, would begin after Dec. 24, 1947.

* * *

Bill Seeks $1 License

Pending in the Mississippi legislature is a bill to increase the cost of drivers' licenses from 25 cents to $1 a year. The bill was recently referred from the House highway and highway financing committee to the ways and means committee. The same course was taken with a bill that would increase the number of state highway patrolmen from 52 to 100.

* * *

Ky. Disability Law

A bill providing for compensation payments to partially disabled workers who suffer subsequent injuries was signed last week by Gov. Simeon Willis. Similar to measures enacted in many other states, the bill amends the workmen's compensation law to make the employer liable only for the degree of disability that would have resulted from the latter injury had there been no previous injury.

* * *

Idleness Pay in Calif.

California's senate last week passed unanimously a bill to authorize state unemployment insurance payments to workmen kept from their jobs by illness or non-industrial disability. Costs of the sickness benefits would be paid out of the present 1 percent paycheck contributions made by employes to the unemployment reserve fund. Rhode Island is the only state now paying such sickness benefits.

* * *

Ky. Drivers License

A bill introduced in the Kentucky legislature by Sen. Leon Shaikun (D), Louisville, would make drivers' licenses good for two years, instead of one year as at present, with the proposed two-year permit costing $1, the same as the present one-year licenses.

* * *

R. I. Idle Pay Proposal

Rhode Island unemployment compensation benefits would be liberalized under an administration bill introduced in the state legislature by house Democratic Floor Leader James H. Kiernan. The measure would boost maximum benefits from $18 to $25 a week and extend the maximum benefit period from 20 to 26 weeks.

* * *

Studies Terminal Law

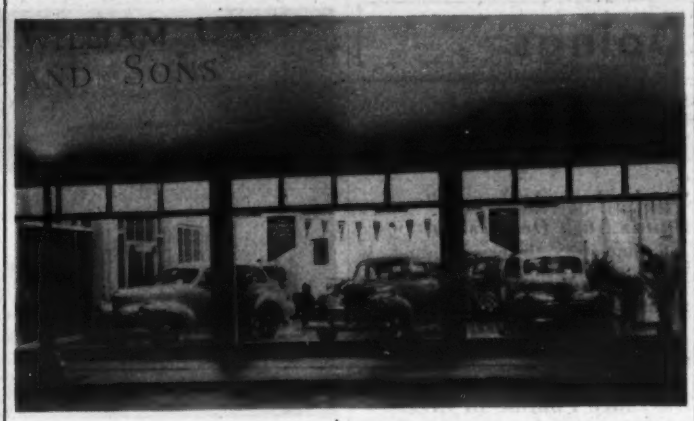
An ordinance was presented last week to the Atlanta city council which would require special city permits for any future trucking terminals or warehouses. Present regulations permit establishment of terminals and warehouses in any business zone, with the result that traffic has been complicated by the maneuvering of large trucks.

* * *

Hudson Appoints Russ Gill Distributor in South Bend

Russ Gill Motors, 213-217 S. Main St., South Bend, has been named Hudson distributor. The firm has been in the automobile business in South Bend since 1922.

The firm will distribute Hudsons in northern Indiana and southern Michigan. Thirty dealers have been named in the area covered by Russ Gill Motors.



WILLIAM CATLIN, who with sons, William jr. and S. Marshall, operates a Studebaker dealership at Jacksonville, Fla., recently spent $25,000 in remodeling his building. The benefit of his program can readily be seen from the appearance of the stucco front and showroom interior lighting. In addition, Catlin plans a two-foot free-standing Studebaker sign on the ledge over the showroom windows.

Mo. Upholds Tax During War for Security Fund

JEFFERSON CITY, Mo. — Missouri's Supreme court, en banc, last week upheld constitutionality of an extra wartime tax on new industries, designed to bolster unemployment compensation funds in anticipation of a severe drain after cessation of war production.

Test of the validity of the 1943 state law had been initiated by Pratt & Whitney Corp. of Missouri, which operated an aircraft engine plant at Kansas City for the Navy department. The litigation was directed by the federal government.

It had been argued that the extra tax would amount only to an additional levy on the taxpayers since Pratt & Whitney was acting as an agent for the Navy, operating the engine plant without profit. All funds for plant costs were furnished by the federal government.

The issue involved was whether the concern, like all new Missouri war industries, should have paid at the rate of 3.6 percent on payrolls as provided by the special law, or at 2.7 percent which was the rate for new employers under the ordinary statutes. Difference in total taxpayments involved was estimated at $730,412.

Pratt & Whitney lawyers contended the law was retroactive in its operation, that it unlawfully delegated powers to the executive department to determine the tax rate for new war industries; and that it was uniform upon the same class of subjects within the state.

No More Tolls

Wis. Plans to Eliminate 3 Crossing Charges

MADISON, Wis.—Three ancient toll bridges, for many years obstacles to free travel on three of the principal inter-state highways of Wisconsin, will soon pass into history. A $2,400,000 span will replace the municipally-owned bridge across the scenic St. Croix. It connects Wisconsin and Minnesota on US-12.

Wisconsin and Minnesota commissioners are negotiating with stockholders who own the Mississippi river bridge at Prescott, on highway 10.

Indications are that the structure will be purchased for about $200,000.

Most recent development was the request of the Wisconsin commission to the owners of the highway 18 bridge across the Mississippi at Prairie du Chien, connecting link with Iowa in southwestern Wisconsin, to name a figure at which they would sell the property to the state for free public use.

Weber Buys Land

P. E. Weber, Inc., Stewart-Warner distributor, Milwaukee, has purchased property 90 by 120 feet near present quarters, for expansion.

Dynamatic Sold To Eaton Mfg.

CLEVELAND. — J. O. Eaton, chairman, Eaton Mfg. Co., announced last week acquisition of all outstanding shares of Dynamatic Corp. Kenosha, Wis., manufacturers of eddy current and induction drive apparatus.

Dynamatic manufactures numerous devices based on patented eddy current principles. Outstanding among its developments is the 18,000 horsepower drive for the Boeing wind tunnel in Seattle. Additional applications include electronic speed controls, dynamometers and other equipment for testing engines.

U. S. Threatens to Stop Highway Aid for N. D.

BISMARCK, N. D.—Gov. Fred G. Aandahl disclosed last week he had received a letter from Federal Public Road Commissioner Thomas H. MacDonald warning that North Dakota faces withdrawal of federal-aid highway construction funds unless it substantially increases state funds available for maintenance during the next year.

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See pages 22-23

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Truckin'

50-40 Bust

Old Guard

Red Sealing

By Jack Weed

WELL "OUR TOWN" is going to have an automotive Golden Jubilee celebration come next June to commemorate the driving of the first "hossless carriage" down Woodward Ave. just 50 years ago. Great things are planned and great hopes are being raised that out of this all-city effort may come something permanent, such as a building which might house an annual national automobile show.

Fifty years is a long, long time in any industry—gosh I'm beginning to think it's a long time in a man's life. As I scratch that spot in the back of my noggin that should be bald by now (but isn't) and look back over the years to the infancy of the automotive business as I knew it—and it's been only 40 years ago come July when I drove a car for the first time—a lot of names have blazed into fame, or something akin to it, and faded into that oblivion that has engulfed so many radiator ornaments.

* * *

MY FIRST automotive interest came when half of a livery stable on Hill street in Pontiac had been cleared of buggies and other horse trappings and turned into a garage. Kidlike I had been monkeying around down there every chance I got, getting well acquainted with all three of the cars that were kept and repaired there. I learned how to start and stop them and to drive them around the block; how to trace their intricate wiring with a bell and battery; how carburetors were adjusted and how magnetos fired.

Then the big chance came—the opportunity to drive a guy and a couple of girls out to the old Orchard Lake Inn for a beer and sandwiches—and I learned about cars from that old Northern automobile.

It had been raining a little in the afternoon and, while I got out to the hotel without any trouble, I had driven through a couple of small puddles of water in the road. When we were ready to start back to town, my troubles began.

* * *

THERE IS an old saying that a mechanic or metal bumper learns the trade by the skin of his knuckles — that's how I learned about wet ignition wires in those old cars. I knocked off all the skin on the knuckles of my right hand trying to crank that baby—and I've never liked those big brass carbide lights since.

I did everything I knew what to do to that car but never a cough did I get out of her until the wind came up in the morning and dried the wiring off, and then I wheeled a pretty bedraggled bunch of people back to town on a Sunday morning—just as all those going to early Mass could see us. Everybody in town knew what had happened by nightfall.

I wasn't very cocky about my ability to drive cars for several weeks after that trip.

(See TRUCKIN', Page 41, Col. 1)

In This Section

Road Safety Plans .....Page 36
Truck Dealer Doings .....Page 34
N. J. Terminals .....Page 33

Body Builders Hold Key to Improvements

New Designs Ready As Result of Owner Surveys, Research

DETROIT.—With little likelihood of any extensive introduction of new truck models this year due to strikes, shortages of material and other factors which have prevented manufacturers from even approximating their anticipated production to date, truckers will have to look to the body builders for most of the refinements and lower cost delivery features which had become such an important part of the war-period dreams.

Fortunately for the vehicle users, many firms have been giving considerable attention to the body design factor. Many have gone out to the user with questionnaires which frankly asked for advice as to what the user wanted and needed in his postwar vehicle.

The answers to these investigations are even now beginning to manifest themselves in designs, experimental models and in some cases in actual bodies. More and more bodies, built to more closely meet the needs of various vocations, will come on the market as truck production again becomes mass production.

One prominent truck manufacturer, for instance, has designed and now has in initial production a semi-conventional unit that sacrifices only one-half inch in loading space length and overall length, to gain the full advantage of the cab-over-engine design which has an inherent fault for delivery purposes in the inaccessibility of the driver's seat. This new design enables easy ingress to the compartment at practically curb level.

DeKalb Commercial Body Corp. is one of the body builders which frankly went out to the type of truck operators they desired to serve and asked them what they wanted in the way of a body. They studied three different vocations, bakeries, dairies and fleet owners.

Exactly one-half of the bakers told them they preferred bodies made of wood and metal; 38 percent preferred bodies made of aluminum or duraluminum, and 12 percent preferred all steel.

On body construction 69 percent prefer all welded, 25 percent prefer bolted and 6 percent want bodies riveted. 72 percent want replaceable exterior sheeting, 72 percent prefer plywood interior sheeting, while 28 percent prefer rustproof steel.

For loading, 61 percent of the bakers wanted both rear and side entry, while an even 13 percent

(Continued on Page 35, Col. 1)

Price Control Taken Off All Original Truck Parts

57% of Livestock Goes To Market by Truck

CHICAGO.—A haul of nine million tons of livestock reached the markets by truck in 1945.

This is 57 percent of the total tonnage of cattle, hogs and sheep arriving at the market terminals, according to the *Corn Belt Farm Dailies*, the publications of the livestock industry.

While the number of cattle truck-hauled is materially higher than a year earlier, the country's lowered hog production is reflected in the truck movement of swine.

It is .estimated that 2,726,000 truck-loads were needed to transport the 42,000,000 live animals from farms to their destination. Placed bumper to bumper, this number of trucks would reach three-fourths of the distance around the globe at the equator.

The miles that loaded trucks traveled would equal 15,000 trips around the equator. Nearly two and one-third billion dollars were received by livestock farmers for the animals trucked-in.

While only figures on livestock transported to the markets are obtainable, it is estimated that nearly 100 percent of all meat animals ride part if not all the way to their ultimate destination. Invariably, stock leaves the farm by truck for the nearest rail siding if not directly for its final destination.

Roughly, 50 percent of the cattle and hogs are directly hauled to market by truck. The cattle tonnage is considerably greater than that of hogs. A distance of 125 miles is estimated for the average truck haul to market. Some trips upwards of 1,000 miles are made with stock.

Omaha moved into the lead among the nation's markets with receipts of 841,919 tons of meat animals by truck. Chicago was next with 785,502 tons.

Percentage of livestock tonnage hauled by truck for the last five years was 57 in 1945, 60 in 1944, 59 in 1943, 62.8 in 1942 and 66.5 in 1941. By number of livestock, the percentage was 51.4, 55.3, 54.2, 55.8 and 58.9.

Stock can leave the farm at any time of the day or night to take advantage of favorable weather or markets. The convenience of truck transportation continues to grow in popularity.

Butler Pleads For Rivalry in Transportation

ALBUQUERQUE, N. M.—Preservation of intense competition between highway, rail, air and water transportation is absolutely essential as America enters the postwar era of transportation development, Arthur C. Butler, director of the National Highway Users conference, said here last week.

Speaking before the annual convention of the New Mexico Cattle Growers Assn., Butler said that "through competition the different transportation agencies will develop along intensive lines. It is in that way that the railroads, the airways, the highways and the waterways will each be inspired to improve its physical structure and service in order to stay in business."

The speaker declared that government should not "pamper" any one form of transportation to the advantage of the other and said laws and regulations should be designed to foster development and not to impede it.

"Insofar as highway transportation is concerned, its future should be determined by the will of an informed people, voicing that expression in the states and at Washington," the director said.

Stressing the importance of highway transportation to the cattle growing industry, the speaker said that before the war, approximately 58 percent of all livestock moved to principal markets by motor vehicle. He predicted that livestock and other agricultural movements by highway will increase due to

(See RIVALRY, Page 36, Col. 5)

British Case a Warning

U. S. Integration Plot Seen a Parallel To Labor Party Grab

DETROIT.—The "for-hire" trucking industry may be the next industry in England to be termed a public utility and "nationalized" as have been the Bank of England and the coal mines. Nationalization by the present labor government means taking over the industry by the government, according to Russell Barnes, of the *Detroit News*, reporting from England.

The government is not aiming at the road haulage industry alone. What it intends to do is to bring all forms of inland transportation under government ownership to avoid overlapping and uneconomic competition. The Labor Party plank on public ownership of inland transportation reads as follows:

"Coordination of transport services by rail, road, air and canal cannot be achieved without unification. And unification without public ownership means a steady struggle with sectional interests or the enthronement of a private monopoly, which would be a menace to the rest of industry."

The integration of these carriers in the United States, which is the object of the "railroad front" Transportation Assn. of America,

(Continued on Page 33, Col. 1)

Organization Plan Pushed by Local Road Officials

WASHINGTON. — American Institute of Local Highway administration, organized last January in Chicago at the convention of American Road Builders' Assn., took tangible form here last week at a three-day session of the organization committee headed by Ed L. Almand of Atlanta, Ga.

This organization, which is to represent the local rural highway officials of the nation, under the auspices of the county highway officials' division of the ARBA, will assemble and disseminate information on local rural highway administration, according to Judge Gilbert Smith, Anson, Tex., president.

The institute, made up of three members from each state delegated by state associations of local highway officials, is modeled along the beneficial lines of the American Assn. of state Highway Officials, but at the local administrative level, explained Chairman Almand. The committee met here last week and drafted a constitution and defined purposes and policies.

"I predict this association will offer our county executives the rallying ground they have so long needed," said Judge Smith. "Our deliberations will be presented to the institute at the earliest practicable date," he added.

Ceilings Retained For Repair Items

New Vehicle Prices Due Late This Week; Interim Order Seen

WASHINGTON. — Price control on parts for trucks and other commercial vehicles when sold for use as original equipment to vehicle manufacturers has been suspended, OPA announced last week.

At the same time, OPA stated that parts sold for use in repair or replacement of vehicles will continue under price control, with ceilings set at the highest prices charged by individual sellers in March, 1942.

Likewise continued under control were certain specific items, whether sold for original equipment or replacement use. These include tires, batteries, steel castings and automotive radios.

New ceiling prices, originally scheduled for Feb. 1 announcement, then postponed to March 1, are now scheduled for release the latter part of this week.

In the meantime, due to pressure from manufacturers who already are being notified by suppliers that they will have to get more money for their truck parts and assemblies, it is understood OPA is considering an adjustable pricing order similar to that issued to cover Chrysler, Ford and Hudson passenger cars whereby the vehicle manufacturer that conforms to all regulations can sell his product at the present ceiling price with a stipulation that permits him to charge and collect any increase in the price of the vehicle later is allowed by OPA.

The suspension of price control on truck parts for original production clears away one bottleneck to all-out truck production that has been hampering the industry for some time and was really getting to the point where it was becoming serious.

Unless the parts and truck assembly manufacturers had gained this price relief, it was feared that on several short items where both passenger car and truck manufacturers were fighting for adequate supplies of the same part, the truck builders would have received the short end of the deal if truck parts had remained under ceiling prices.

While the suspension of these parts for original vehicle manufacturer will relieve the strain on truck production, it is felt that leaving the same parts scheduled for replacement under ceilings will now accentuate the difficulties of truck maintenance in the field, even more as the parts makers will now have two major sources for the parts at the adjusted prices while service parts are still controlled.

Price control on parts sold for use as original equipment in truck

(Continued on Page 36, Col. 4)

Va. Truckers Lose Fight For Increased Limit

RICHMOND, Va.—A bill vigorously supported by the trucking industry, to raise Virginia's gross weight limit from 40,000 to 50,000 pounds was killed by the senate on the final day of the 1946 session.

Earlier, this bill passed the house after a bitter fight.

Automatic Shift Seen for Trucks By White Chief

MONTREAL.—A glimpse into the future of Canada's motor truck industry, with a description of the "truck of the future" and an outline of plans for training a new type of salesman for the industry, was given to the Montreal Advertising and Sales Executives club of Montreal by L. M. Hart jr., vice-president and general manager of White Motor Co. of Canada, Ltd.

Contrary to most people's belief, Hart said, a truck engine is a much finer piece of mechanism than an automobile engine. This is due to the closer tolerances and superior metals alloys that are required to give an engine four to five times the life of an ordinary passenger car. He foresaw in Canada in the near future trucks with automatic transmission and power steering, with cab-over-engine design, automatic tire pressure and air conditioned cabs for greater driving comfort.

He saw interesting possibilities also in the development of mail-carrying buses sorting letters in transit, long distance sleeper buses, refrigerator trucks and traveling libraries.

"In the near future," he said, "you will see mobile groceterias and butcher shops."

INITIAL TESTS on the Rototiller conveyor line are conducted at Willow Run by W. D. Stampfli (left), superintendent of farm equipment production, and S. E. Dorris, Rototiller foreman. Graham-Paige hopes its farm machine will revolutionize tillage methods on small farms and make the plow obsolete for certain tasks. Wheels, handlebars, hood and tiller assembly are shown being conveyed into paint spraying booths, and will then pass through a 50-foot oven for baking.

Tri-City Robbed

LOUISVILLE. — Safe crackers, using a cutting torch, cut away a door of the safe at Tri-City Olds Co., 909 E. Broadway, here, and removed $200 in cash, according to statement to police by D. C. Dishon, manager.

• • •

B & F to Expand

B & F Garage (Chrysler), Port Jervis, N. Y., has purchased property for expansion. The additional land is 175 by 115 feet.

Premium Ring Sales

Reported Revival of This Selling Method Brings Opposition, MEWA Says

CHICAGO.—Results of a survey among manufacturers and jobbers were released last week by Motor & Equipment Wholesalers Assn., which found that "premium selling of piston rings may be resumed by some manufacturers."

It was stated also that most, or all, piston ring manufacturers are prepared to start their own premium selling plans to match immediately any plans of similar nature adopted by any of their competitors.

Considerable opposition to the practice was expressed, according to the MEWA, which reported its findings, as follows:

"It is conceded that premium selling can accomplish some good results in actual consumption of certain types of commodities when directed to the actual consumer, and that it can be used under some circumstances to good advantage in introducing a new product."

The report indicates "there is a strong opinion among both wholesalers and manufacturers that premium selling has only a very limited value, if indeed any at all, at the wholesale selling level, especially in the sale of a purely service item and particularly if it is carried on over any length of time."

Of especial significance to wholesalers is the further fact, as revealed by the MEWA's study, that the great share of the cost of premium selling plans is passed on to the wholesaler.

"Many wholesalers have found that premium selling plans, except under special conditions, are a serious drain on the time and energies of their sales forces, altogether out of line with results attained," the report said.

Past experience reveals, the association says, "that over-emphasis on premium selling campaigns has resulted, in some instances, in loss of good dealer accounts and in serious interference with the orderly direction of their sales forces.

"The study also shows that at the time of Pearl Harbor there was a danger that the use of premium selling plans would spread through the entire automotive after-market in a race among manufacturers to secure a preferred share of the wholesaler salesman's time and effort in the sale of their products.

"The study also developed that such a development would only result in conditions that would be detrimental to both wholesalers and manufacturers."

Chicago Carriers Term Pepper Bill Unfair

CHICAGO.—A drive was launched last week by the Cartage Exchange of Chicago against Section 9 of Senate bill 1349, or the Pepper bill.

William B. Crawford, attorney for the group, announced that Senators Lucas and Brooks, of Illinois, had been asked to oppose the bill.

He called it "unfair to motor carriers, not alone because it will set a 40-hour week for 90 percent of the employes of Chicago motor carriers, but also because it will place motor carriers in a most unfavorable competitive position with railroad, air and other transportation agencies, besides burdening us with shackles not imposed on other transportation industries."

Studebaker Fills 2 Truck Posts

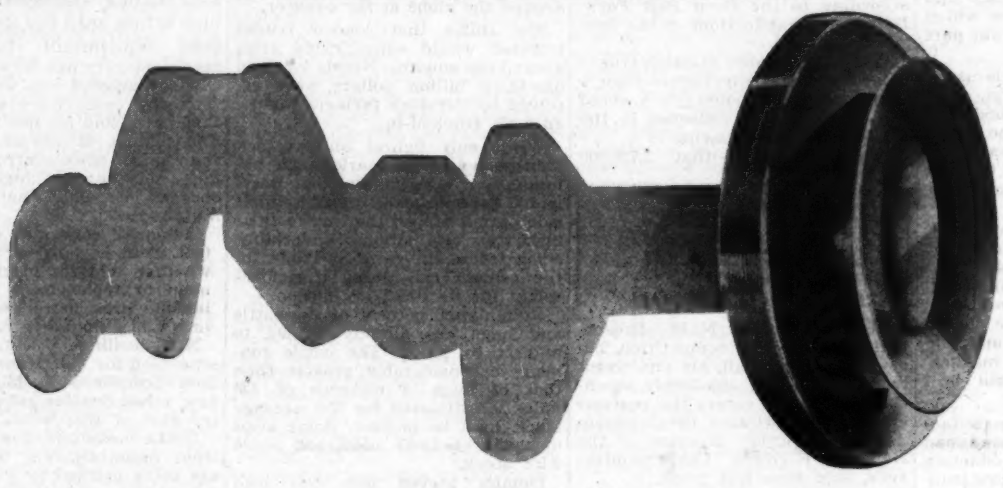
SOUTH BEND.—Appointment of a new New York district manager and a special truck representative in Cincinnati was announced last week by K. B. Elliott, vice-president in charge of Studebaker sales. Eugene M. Walsh, who has had 16 years automotive experience as both a retail salesman and factory representative, largely in the east, was given the New York assignment.

E. M. Walsh

T. R. Handley

Thomas R. Handley was named the commercial car representative. During the war he served in China as a transportation and automotive maintenance specialist. He first became identified with the automobile business in Kansas City in 1930. Elliott also disclosed the return from service of James B. Morehead, who formerly was a district manager in Chicago. Morehead was a Naval officer during the war.

Need a Service Man—Want a Job—try a want ad in Automotive News. They get quick results!



It damps Torsional Vibration at its source

● This new, simple Houdaille* invention is, we believe, the effective answer to torsional vibration in internal combustion engines. It damps BOTH major and minor critical orders of vibration.

Extreme temperature variations have virtually no effect upon its efficiency.

Most amazing of all is its simplicity. There are only *three* parts . . . a housing, an inner flywheel or damper mass and a bronze bushing.

Hermetically sealed in the housing is the newly developed Silicone fluid, notable for its nearly flat viscosity curve through a wide range of temperature. There is no wear, no maintenance expense. The Damper, we believe, actually will outlast the engine.

Houdaille is prepared to design and build Viscous Torsional Vibration Dampers to meet the specific vibration characteristics of any engine, either gasoline or diesel, regardless of size.

*Pronounced—Hoo-dye

HOUDE ENGINEERING DIVISION OF
HOUDAILLE-HERSHEY CORPORATION
MAKERS OF HYDRAULIC CONTROLS
BUFFALO 11, NEW YORK

Property Level Rises 15% . . .

Insurance Rates Up On Commercial Cars

NEW YORK.—Revised commercial car bodily injury and property damage liability rates were announced last week by the National Bureau of Casualty and Surety Underwriters, effective last week, for 31 states and the District of Columbia.

Similar changes will become effective in the remaining states where the automobile casualty manual applies when rate filings have been accepted by the states.

Applying to all policies written on and after March 11, and to all policies which become effective on or after May 1, 1946, the revised rates were announced by the companies for commercial bodily injury coverage shortly after gasoline rationing and the ODT commercial car operating restrictions went into effect.

The revised bodily injury rates in most instances represent only a partial return to the prewar level of rates, while the property damage rates with but few exceptions are from 15 percent to 25 percent above the prewar level.

The March 11 changes are effective for: Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Idaho, Iowa, Kentucky, Maine, Maryland, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Ohio, Oregon, Pennsylvania, Rhode Island, South Carolina, Utah, Vermont, West Virginia, Wisconsin and Wyoming.

Determination of the revised rates was based upon consideration of the last prewar experience available, namely, that for 1940 and 1941, augmented by comparative claim frequency, average claim cost and motor vehicle accident statistics for the years 1941 to 1945, inclusive.

This experience shows that bodily injury claim costs in 1945 were about 25 percent above those for 1941, while claim frequency has been increasing since the end of gasoline rationing to the point where during the last quarter of 1945, it approximated 1941.

For property damage, it was found, claim frequency is still somewhat under that for 1941 but the cost of settling claims is far above the 1941 cost. Actually, for every dollar paid in 1941, the comparative cost to the companies during 1945 was $1.68.

It was found that these unfavorable conditions have manifested themselves especially in the commercial car field and are largely accountable for the poor underwriting results on this class which many companies will show for 1945 and which they have thus far experienced in 1946.

With signs pointing to continuing high claim settlement costs, it was said, only a decided and immediate improvement in the motor vehicle accident situation will forestall further commercial car liability rate increases.

FRUEHAUF TRAILER CO. of California is rushing to completion a large addition to its plant in Vernon, Calif. When ready for occupancy, the new concrete and steel structure will bring the total floor space of the factory under roof to 176,000 square feet and make it one of the largest of its kind in the country. The plant occupies an area of 16 acres with a frontage on Fruitland Ave. of almost one-half mile. As the result of the extension employment will be stepped up from the present 545 to more than 800. Trailers and other equipment manufactured here is distributed throughout the 11 western states and part of Texas, R. S. Kirksey, president of the California company said.

10% Rate Boost Sought in Neb.

LINCOLN, Neb.—Hearings on a request by the Nebraska Motor Carriers' Assn. for a 10 percent increase in rates are scheduled to begin Apr. 8 before the state Railway commission.

"Your paper is really giving us good results, much more than we had anticipated and we are sure any one advertising in your paper is more than pleased with the results obtained." Tow Bar Sales Company, 100 South Clinton Street, Chicago, Illinois.

Trailer Show Set For April 12-21 In Los Angeles

LOS ANGELES.—Trailer Coach Assn. of California has completed arrangements for the largest West Coast showing of trailers, it was revealed here last week by A. W. Brokate, secretary-treasurer. Two dozen trailers will be exhibited at the Southern California Sportsmen's show in the Gilmore stadium, Apr. 12-21.

The vehicles shown at the National Trailer show in Chicago, will be brought here for the Sportsmen's show.

Representing a major number of trailer dealers in Southern California, TCA is presided over by Howard F. Ward. George D. Milligan is vice-president. All supplies and accessories for trailers are included in the huge exhibit, it was said.

Trailers have proven a boon to veterans seeking housing facilities, and there will be sufficient variety shown to fit the desires of many in the market for the mobile homes, he said.

36 Distributors Added by Reo For Export

LANSING.—Strong prewar position of Reo throughout Holland and the Baltic countries is gaining new impetus from the present heavy duty service of Reo trucks in the reconstruction of Rotterdam and other war-ravaged cities, Export Manager John T. Clark said last week.

Reos were among the first commercial trucks to arrive in Holland after hostilities ended. Additional units to bolster Dutch transport needs were included along with current exports to Denmark, Sweden, Norway and Finland.

During 1945, he reported, Reo exports embraced 31 different countries, and the company's worldwide distributing organization was expanded by addition of 36 new distributors.

L. T. Lewin, managing director for continental Europe has now returned to London after extensive travels in Spain and Portugal—where more Reo trucks and buses are now in operation than any other make of comparable size and capacity, Clark explained.

Four new distributors in Spain were added by Lewin during his latest visit there, and the former Madrid distributor again has reestablished facilities for business in the Spanish capital.

IMMEDIATE DELIVERY
ADJUSTABLE PARTS BINS!
WRITE FOR DESCRIPTIVE FOLDER
SPERBER MFG. CO.
1815 Trombly Ave.
DETROIT 11, MICH

TRUCKS ON ICE . . . NEED POSITIVE BRAKE CONTROL

When trucks skate on icy roads, the fault is usually in their brakes. Wheels locked by uncontrollable brake applications cannot be blamed on the driver. The brakes grip harder than he intends, because his pedal does not have positive control.

HYCON Brakes deliver hydraulit pressures in correct proportion to pedal pressures; they are 100% hydraulic. They don't *lag*; the hydraulic power is continuous and requires no help from vacuum or air. The driver has positive braking control at all times, whether his truck is loaded or empty, whether pavements are slick or dry, whether his motor is running or stalled.

Save Gas . . . Save Tires . . . Save Money

Unlike existing types of power brakes, HYCON compound cylinders operate independently of the motor, so that carburetors can be adjusted to maximum idling efficiency . . . This results in substantial savings in gasoline consumption. *Controlled* braking reduces *over*-braking. This cuts tire wear. HYCON Brakes require fewer adjustments; no maintenance beyond that of standard type master cylinders; and ease of installation reduces cost of application.

Try a Demonstrator Unit

HYCON Truck Brakes are now available to replace 1¼" and 1½" Di. original equipment master cylinders. Order a demonstrator unit from your local power brake distributor, or write direct to The New York Air Brake Company, 420 Lexington Ave., New York 17, N. Y.

HYCON
Compound CYLINDER

Eliminates brake lag, improves safety factor, simple and quick to install, cuts tire wear and fuel consumption, reduces maintenance.

Look for this Registered Trade Mark

THE NEW YORK AIR BRAKE COMPANY
420 Lexington Avenue, New York 17, New York

Failure May Mean Federal Action . . .

States Speed Road Safety Plans To Check Growing Accident Toll

By Bethune Jones
Staff Correspondent

NEW YORK.—Confronted with the threat of yielding many of their duties and prerogatives to the federal government unless they are able to solve the highway accident problem, the states are showing increasing concern over the mounting loss of life and property on the highways, a survey of developments in state capitals reveals.

Although President Truman's Highway Safety conference, to be held in Washington in May, is expected to stimulate and coordinate state and local highway safety action rather than to pave the way for federal traffic regulation, state officials are mindful of the President's warning late last year that the federal government might have to take a hand in regulating automobile drivers.

Intensified state safety action already is being launched in a number of instances without awaiting the anticipated impetus of the national conference.

State safety programs are obtaining ready cooperation from highway user groups, which recognize that highway transportation will be throttled with oppressive regulation unless ways are found to curb traffic accidents. The first five postwar months brought a 36 percent increase in such accidents, leaving a 1945 total of 28,500 dead; 1,000,000 injured, 80,000 permanently disabled, and an economic loss approximating $1,500,000,000.

None Optimistic

While there are varying estimates of how high the toll may go if safety efforts fail, none of such forecasts are optimistic. Col. Franklin M. Kreml, director of the safety division of the International Assn. of Chiefs of Police, recently predicted: "Traffic accidents probably will kill 50,000 persons this year, 60,000 next year and continue to increase by from 5,000 to 10,000 every year for the next decade unless decisive courageous action is taken."

Col. Kreml placed this grave warning before a recent safety conclave sponsored by the Rhode Island Safety Commission which resulted in approval of a proposal for the creation of "a team of all organizations concerned with safety" to work toward elimination of accidents in that state through a coordinated campaign.

Creation of a new safety division within the New York state government's executive department was one of a number of recommendations resulting from a two-day safety conference held in that state at the call of Gov. Thomas E. Dewey. The proposed new division would enable the governor to coordinate all safety activities into a statewide accident-prevention program.

Ohio Cities Act

A statewide program of coordinated traffic safety activities by Ohio cities and counties was launched at a conference recently called by the Ohio Department of Highways and the Ohio Traffic Safety Council. A safety program drawn up in Wyoming this year called for formation of a safety department, whose sole duty would be to promote highway safety.

Gov. Edward Martin of Pennsylvania early this year called upon four state departments to join in an all-out campaign against law violators contributing to highway accidents.

A highway safety committee has been set up by the West Virginia Highway Users Conference at the suggestion of Gov. Clarence W. Meadows to promote safety in that state. Highway user organizations in a number of other states, including Vermont, New Jersey and New York, have offered their services in organizing and energizing highway safety programs.

While highway safety was the aim of many bills introduced in the comparatively few regular state legislative sessions this year, more significant action in this respect is anticipated during 1947 when the legislatures of some 45 states will convene in regular session.

Meanwhile, the safety conferences being held in various states, together with the President's conference slated in May, will lay the groundwork for future state legislative trends.

Responsibility Laws

Expected to be continued is the trend toward more stringent state motorists' financial responsibility laws. While some 34 states now have financial responsibility laws of some sort, they fail in many instances to provide protection to the victims of first accidents.

As an alternative to outright compulsory liability insurance, such as is currently effective only in Massachusetts, a growing number of states are enacting laws of the type requiring suspension or revocation of the driving privileges of motorists involved in accidents who are unable to demonstrate through liability insurance or its equivalent the ability to discharge their possible liability for injuries and damages.

Such laws were enacted last year by Nebraska, Minnesota, Georgia, Wisconsin, Maryland and Illinois, after having been earlier adopted by a number of others, including Indiana, Maine, Michigan, New York, Ohio, Oregon, Vermont, Virginia and New Hampshire. A bill of this type was pending in the Missouri legislature at this writing.

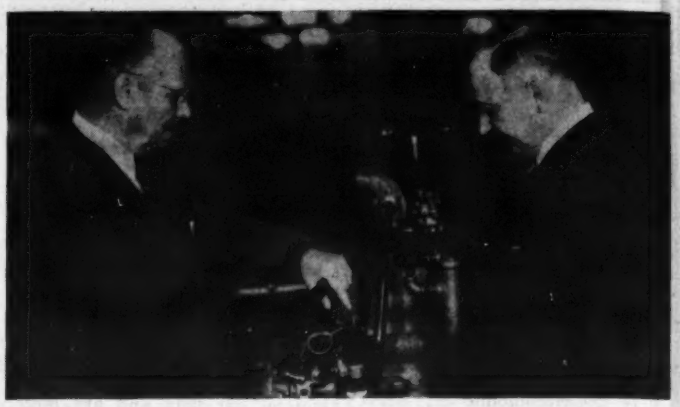
Stronger driver's license laws also are in prospect. Three states, Wyoming, South Dakota and Louisiana, do not now require any drivers' licenses and in some other states the licensing laws are weak. A bill to put "teeth" in Missouri's driver's license law was introduced this year.

Minimum age requirements for drivers, which were lowered in a number of states during the war, will probably be returned to their prewar levels and possibly raised further in some instances. Pending in the Rhode Island legislature this year was a bill to raise the minimum from 16 to 18 years.

Reexamination

Although proposals for periodic reexamination of all licensed drivers probably will continue, the trend seems to be toward reexamination only of traffic-law violators and "accident prone drivers." The latter was recommended at the re-

(Continued on Page 31, Col. 1)



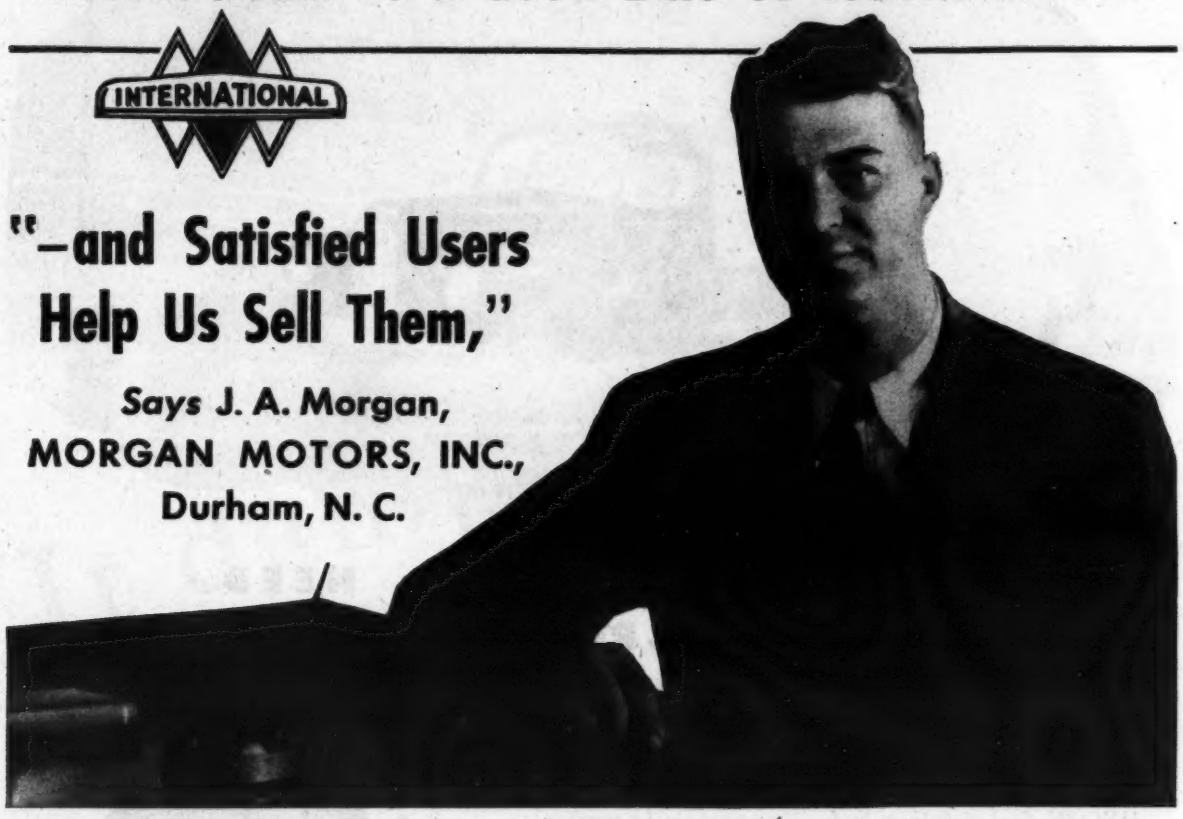
FEDERAL TRUCK has announced the addition of waterproof oil filled coils as standard equipment on all models. Carl Loud (left), factory sales manager, is shown pointing out to Clarence Gingrich (right), veteran Federal dealer at Grand Rapids, Mich., important mechanical features of the new coil which is hermetically sealed and resistant to both moisture and heat.

"International Is a Good Line of Trucks to Sell"

INTERNATIONAL

"—and Satisfied Users Help Us Sell Them,"

Says J. A. Morgan,
MORGAN MOTORS, INC.,
Durham, N. C.



"Satisfied customers and users help us sell trucks," says J. A. Morgan, Morgan Motors, Inc., International Truck dealer at Durham, N. C., "because they pass the word along about International performance, economy, service and parts."

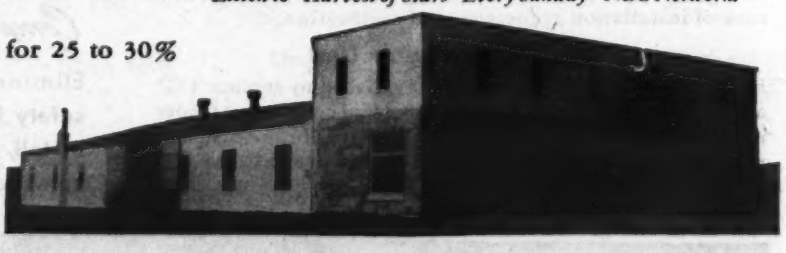
They have been passing the good word along for Mr. Morgan since 1940, when he started selling Internationals. He came into the business with many years of experience in the automotive field—since he was 16 years old.

"We are setting our sights for 25 to 30% of the truck sales in Durham and vicinity in the months ahead," he says, "and I'm confident we can do it."

Confidence in the future—a future with Internationals—is a typical characteristic of progressive, alert International dealers the country over. *Inquiries regarding the International franchise are welcome.*

INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue • Chicago 1, Illinois

Listen to "Harvest of Stars" Every Sunday—NBC Network.



Morgan Motors has a choice location on a busy highway a half-mile from the Durham city limits, 2½ miles from the center of town. The building has a large 120 x 80-foot service shop. Offices and display room in front were recently remodeled and modernized.

INTERNATIONAL *Trucks*

Failure May Mean U. S. Action . . .

State Safety Programs Are Speeded Up

(Continued from Page 30)

cent New York State safety conference and such a course also has been under study in Connecticut. No state now requires reexamination of all drivers.

The question of speed limits has recently been raised in several states. New Jersey's legislature repealed the state's wartime 35-mile-an-hour limit, returning to a maximum of 45 miles an hour on specified highways. A special session of the California legislature rejected a bill to fix that state's speed limit at 50 miles an hour until March 3, 1947.

California now has a prima facie danger speed provision of 55 miles. The New York State safety conference recommended increasing that state's limit from the wartime 45 miles to a 50-mile limit. It was further suggested by the New York conference that "authority should exist to establish speed limits higher than the over-all speed limit where engineering considerations and experience indicate this to be safe, in order to obtain maximum efficiency in the use of new types of highway which are planned, and to take advantage of progress in the design of motor vehicles."

Although slowed this year by the continued shortage of repair parts and new vehicles, indications are that periodic compulsory motor vehicle inspection programs will be increasingly revived in states which suspended them during the war and adopted by others.

Such programs were only in effect in some 14 states before the war, but there has since been a rapidly growing recognition of the need for a continuing check on the mechanical condition of vehicles. The indicated trend is toward inspection programs conducted at state - operated testing stations rather than through designated private garages.

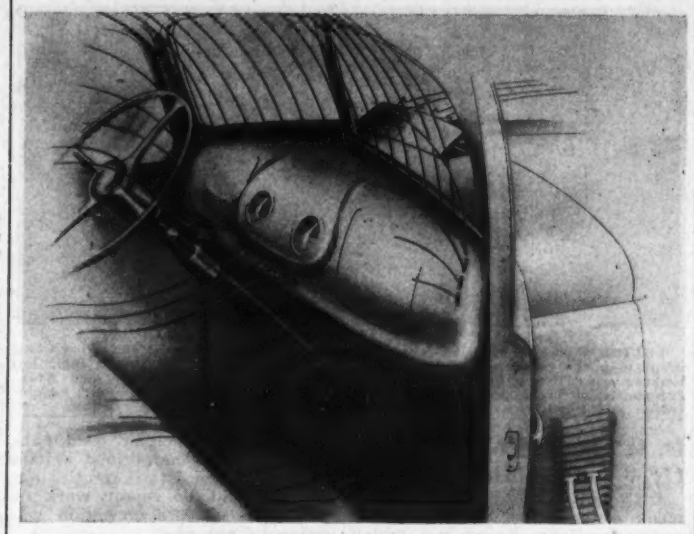
Among Proposals

Increased appropriations for enforcement agencies, new and broadened authority for educational programs, and numerous other types of safety bills will be proposed increasingly in future state legislative sessions to curb highway accidents.

Elimination of physical hazards in both new and existing highways will be a major feature of the vast postwar highway construction program now being launched by the states with federal aid. On the basis of past studies, this may prove one of the most effective weapons in the war against accidents. The federal - state highway construction program also is aiming at standardization in form, character and location of directional and marking signs and traffic signals.

Greene Handles Hudson

Greene's Garage on S. Jefferson St., Perry, Fla., has been named dealer for Hudson.



OPENING ABOVE steering wheel shaft directs flow of cooling fresh air directly at driver during summer months in the Evans system. Filtered fresh air enters vents and is forced under pressure into plenum chamber by exclusive Evans Air-Foil fan. Small inline vents distribute air evenly across windshield and throughout cab eliminating fogging. Heater core may be eliminated at installation when truck is to be used only in high temperature zones. For winter operation in temperate or frigid zones, hot water core heating system is adjusted and a constant flow of warmed fresh air, thermostatically controlled, fills cab.

Exempt Carriers From Labor Act, Neb. Assn. Asks

LINCOLN, Neb.—An appeal was made last week by the Nebraska Motor Carriers' Assn. for exemption of motor carriers, as well as other forms of transportation, from provisions of the Federal Fair Labor Standards act.

Association Secretary Paul Halpine sent a message to Sen. Wherry, asserting:

"Sen. Pepper and master minds in the Administration will have to come out to Nebraska and show us how we can operate under Fair Labor Standards act as reported by committee.

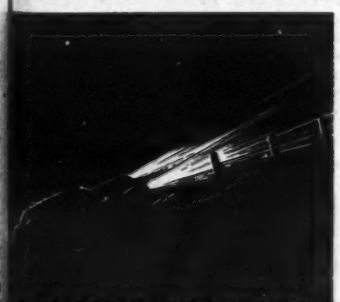
"Complete exemption of motor carrier industry mandatory, the same as for other forms of transportation. Exemption for drivers only by Interstate Commerce commission, as far as being sufficient is concerned, is absurd."

Flexibility is required for the transportation industry if it is to operate efficiently, Halpine declared.

Darby Promoted By White Truck

DALLAS.—Emmett A. Darby has been named manager of the Dallas branch of White Motor, J. N. Bauman, vice-president in charge of sales, announced last week.

Darby joined the sales staff of the Dallas branch following more than three years of service in the Navy as lieutenant commander, and soon was promoted to sales manager. Prior to his Navy service he was with International Harvester in Oklahoma City for nine years.

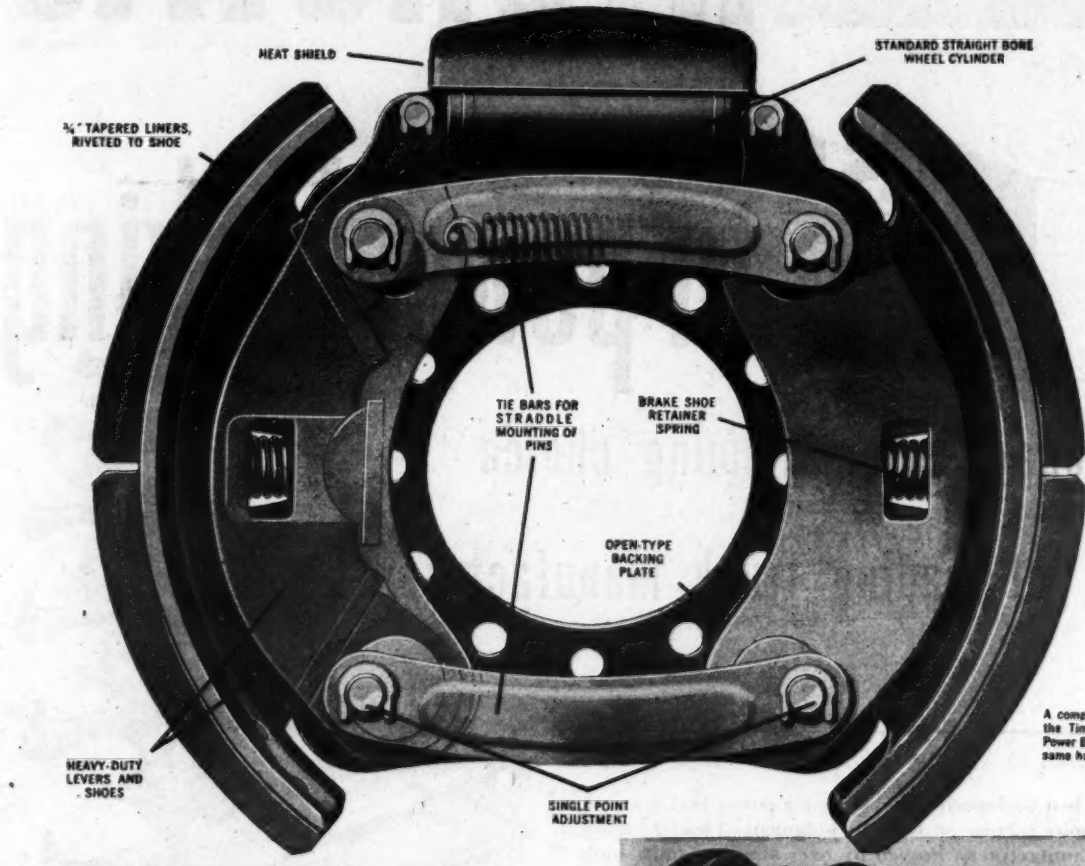


SEALED BEAM CONVERSION KITS
DIRECTIONAL SIGNALS
CLEARANCE LIGHTS
MARKER LIGHTS
STOP LIGHTS
REFLECTORS
FOG LAMPS
FLARES

ARROW

SAFETY DEVICE COMPANY
MOUNT HOLLY, NEW JERSEY

The only TRUE HEAVY-DUTY Hydraulic Brake*



A companion brake to the Timken P Series Power Brake—uses the same hubs and drums.

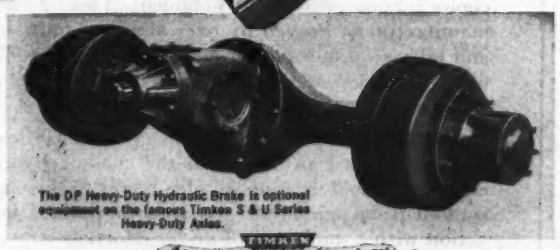
* The New Timken DP Heavy-Duty Hydraulic Brake

The new Timken DP "Dual Primary" Heavy-Duty Brake is the only *true heavy-duty* hydraulic brake made today because:

1. It has big ¾" tapered liners for even wear and longer life in heavy-duty service.
2. It has open-type construction for maximum circulation of cooling air, giving increased braking efficiency with decreased fading.

It incorporates all the advanced features which have made the Timken DP Hydraulic Brake outstanding in the medium-duty field. For example: *Both shoes are forward-acting* in both forward or reverse. Braking effect is increased as much as 35% at all accepted hydraulic line pressures. There is only *one point of adjustment* per shoe—and it is easily accessible. *Shoes are easily and quickly removable* for relining by simply removing the retainer spring. Hydraulic cylinder and anchor pins remain undisturbed.

Specify this new DP "Dual Primary" Brake for heavy-duty service. Write for free folder today.



The DP Heavy-Duty Hydraulic Brake is optional equipment on the famous Timken S & U Series Heavy-Duty Axles.

Accepted TIMKEN AXLES Standard

TIMKEN AXLES

THE TIMKEN-DETROIT AXLE COMPANY, DETROIT 32, MICH.
WISCONSIN AXLE DIVISION • OSHKOSH, WISCONSIN
TIMKEN AXLE BRAKE DIVISION • DETROIT 32, MICH.

George Directs Fleet Sales for Trailmobile

CINCINNATI—Ralph B. George has been placed in charge of Trailmobile's fleet sales, director of sales, A. L. Struble, announced last week.

Ralph B. George

George has been in the automotive and trailer business for 19 years, beginning in 1928 with Lapeer Trailer Corp. It later merged with Trailmobile. Since then, he has been oil sales-manager, branch manager, zone manager, and vice-president in charge of fleet sales for Trailmobile.

Earlier, George served as general traffic manager with Fidelity Transfer Co. and with Columbia Terminals Co., both of St. Louis.

The firm recently transferred fleet sales division headquarters from New York to the factory here.

TRUCK OWNERS view International Harvester Co. trucks at the West Coast display in the company's new Emeryville (Calif.) factory. At the extreme left looking over the radiator is J. K. (Slim) Westerterp, of Westerterp Bros., International Truck dealers at Petaluma. With him are members of his organization and truck owners who came from Petaluma in a body.

U. C. Dealers Win Fight Over Lots in Denver

DENVER.—The city council last week voted down a bill for an ordinance long pending which would have prevented further use of vacant lots in residential and business districts for sale and display of used automobiles and furniture. The measure was fought by Denver Used Car Dealers Assn.

A substitute bill which would permit automobile dealers to use vacant lots in selling used cars, providing they maintained a hard surface on the lots, kept the lots tidy and did no repair work on them, was discussed. Action was postponed one week.

Remodeling Completed

Neuman-Engel Motors, Inc. (De Soto-Plymouth), Buffalo, last week opened its remodeled building at 1511 Jefferson Ave. **Stanley Neuman** and **Sylvan Engel** operate the dealership.

Kates Introduces Bill . . .

N.J. Group Is Seeking To Tax Terminals

TRENTON, N. J.—New Jersey truck terminal developments planned by the Port of New York Authority would be subjected to taxation on the same basis as other real estate under proposed legislation advocated by the New Jersey Taxpayers Assn.

Claiming that "tax exemption is a much abused privilege in this state," the association urged legislative enactment of a bill by Assemblyman Kates (R), Camden, to require that all marine or inland terminal properties acquired by the port authority in the future "shall be subject to taxation for state and local purposes in the same manner and to the same extent as the real estate of individuals."

The port authority is planning a series of motor truck terminals in New Jersey, the first to be constructed in Newark. It has proposed that it be permitted to make payments in lieu of taxes to Newark on the basis of the ratables on its terminal site before improvements.

"Further extension of tax exemption with resulting burdens upon real estate," the association said, "is contemplated in plans for the construction and operation of inland terminals by the port authority. These terminals should be made to bear the full share of the tax load. Instead, under present law or contemplated legislation, the port authority may build bus, truck and marine terminals as public facilities and operate them in competition with private, taxpaying enterprises."

Passage of the Kates bill, the association declared, would mean that "at least one of the many exemption loopholes in New Jersey tax laws will be closed, that imposition of another burden on real estate will be prevented, that taxpayers will be protected against shouldering another tax load because of the exemption of someone else's taxfree property, that municipalities in which proposed terminals would be located would be protected against tax loss and that port authority terminals which operate in competition with taxpaying private enterprise would be made to bear a full and just share of the tax burden."

Outlook Better, Allen Tells Okla. Dealers

TULSA, Okla.—A more optimistic picture than they have seen in almost five years was presented to 130 members of the northeastern section of the Oklahoma Automobile Dealers Assn. by state President Walter Allen, Oklahoma City, at a meeting here last week.

"They seem to be very optimistic in Detroit," Allen said. "Facilities are all set up to handle a greater mass production than this nation has ever seen before. Cars may go up in price but they may be coming out in quantity sooner than many of us think."

He said that production in quality and quantity would hit new levels as soon as the industry got into high gear. Many shortages still are stumbling blocks, including bumpers and air cleaners.

American Brake Plans $12,500,000 Expansion

NEW YORK.—William B. Given jr., president, American Brake Shoe Co., last week reported a $12,500,000 improvement and expansion program in addition to the $3,200,000 expenditures on plant and equipment in 1945. Five of the seven new plants are foundries, a brake shoe plant, one for special iron castings, one producing alloy steel, and two non-ferrous foundries. There will be a new non-metallic processing plant in this country, and one in Canada.

Confirming Your Choice—

HYDROVAC

Hydraulic Vacuum Power Braking Unit

1st in power braking

is today's overwhelming choice

of leading truck manufacturers!

When you specify Hydrovac for power braking your choice is confirmed by the judgment of leading truck manufacturers. Proved by over a million units built and billions of miles of service Hydrovac* is today's first choice for original factory equipment on new truck models.

Consisting of one simple, compact unit, Hydrovac can be installed anywhere on the chassis. Utilizing engine manifold vacuum, it adds power to the slightest foot-pedal pressure to give smooth, positive brake action with a minimum of driver effort.

Investigate the swing to Hydrovac—find out why manufacturers, dealers, and drivers all agree it is 1st in POWER BRAKING. For complete details write Bendix Products Division, South Bend 20, Ind.

*REG. U. S. PAT. OFF.

There is a complete line of Hydrovac units, *all performance proved,* to meet every braking requirement from station wagons to the heavy-duty trucks and buses.

BENDIX PRODUCTS DIVISION BENDIX AVIATION CORPORATION SOUTH BEND 20, INDIANA

Bendix AVIATION CORPORATION

NEW HOPE *All Metal* Parts Bin for Automotive Dealers

Patented, Adjustable Separators — no bolts, screws, clips, etc., to bother with.

Write for Catalog Showing Various Models

Hope Metal Products, Inc.

1505 Rockwell Ave., Cleveland, Ohio

British Case a Warning

U. S. Integration Plot Seen a Parallel To Labor Party Grab

(Continued from Page 27)

would certainly bring about the "enthronement of private monopoly" which the English Labor Party thus points out "would be a menace to the rest of industry."

The "uneconomic competition" which the British fear is prevented in this country by the various commissions such as the ICC which set the rates under which all common and contract haulers operate. The competition between modes of transportation, and by which the public and shippers gain, is the competition in giving of service to the shipper. The line or mode of transportation which provides the most economic and desired service in most instances is rewarded with the shipper's business.

The truckers are the target for the English government's immediate attention because with the exception of wartime controls, which will soon expire, the British trucking industry is virtually free and competitive while the railroads have been consolidated into four major systems since 1921, are now practically noncompetitive with each other and function as public utilities.

The government also has already established the policy of public ownership for civil aviation.

Since 1939, the Ministry of War Transport has controlled the movement of all British freight, allocating shipments to railroads, trucks, canals and coastal vessels, depending upon which it considered could do the job best and cheapest. The Labor government wants to continue such coordination into the peacetime economy.

While the government's legislation has so far not been submitted, the Labor Party has recommended the establishment of a National Transport Authority, with separate boards for railways, buses, trucks, canals, coastwise shipping, harbors and docks, and civil aviation, Barnes reports.

If the government goes through with its plans, which is likely, that will almost certainly be the scheme of organization. It conforms to Labor theories that public ownership works best when semi-independent boards are set up to manage public undertakings, with the government functioning only in the position of stockholders in a private enterprise.

Among points made by the trucking industry in an attack on the government's nationalization proposals are:

"There is no practical case for nationalizing an industry which is not a monopoly, is efficiently conducted, has excellent relationships with its labor, gives its customers a square deal, is already largely controlled by government regulations, and requires no subsidy from public funds for its development."

The statement said the industry is composed of about 60,000 operators owning, on the average, three trucks a piece.

"The day-to-day business of the industry consists of hundreds of thousands of separate operations, each demanding individual attention, quick decision and prompt action," the statement continues. "The personal contact between hauler and customer is all-important.

"It is precisely for these reasons that the industry has not been concentrated into a few unwieldly operations.

"Its conversion into a huge state monopoly, with all the inevitable weakening of the responsibility for decisions on the spot, the redtape and impersonal control from Whitehall, would be an act of political folly from which even the most rabid advocate of wholesale nationalization would be wise to refrain.

"The ruthless subordination of the individual to the state, and the 'liquidation' of whole classes of individuals, are practices previously associated with communism and fascism rather than with democracies.

"By depriving a whole class of workers of its means of livelihood, a social injustice will be perpetrated without parallel in British history."

The government has so far not answered the truckers' statement, and the matter is not likely to be debated until the nationalization proposal reaches Parliament.

Should the political power of the Transportation Assn. of America ever be strong enough to bring their "integration" program to a point where Congress should give the proposition serious consideration, the points brought up by the British truckers in their fight for life can be used by American haulers. The American haulers, of course, will be able to use much greater figures as to number of firms engaged in trucking, number of employes affected and loss of taxes to the state.

The fact, however, that the British Labor government has been able to bring the "nationalization" of England's transportation systems to the point where the truck lines must fight for their very business life, should be a warning not only to the truck operators in this country but to all other interests having to do with supplying these firms with vehicles and operating supplies.

Metropolitan Dealership Announces Personnel

Metropolitan Chevrolet Co., 413 S. Fourth St., Springfield, O., last week announced its personnel as follows:

E. W. Bates, general manager; **C. R. Constant**, sales manager; **J. W. Cook**, used car manager; **Wiley S. Shoup, Ralph E. Barbre, Alven Schooll, and Willard Harness**, salesmen.

New Coil Spring Found by U. S. In Germany

WASHINGTON.—A new type of coil spring, of potential value for engine valves, was found by a U. S. investigator in a German technical steel institute, the Kaiser Wilhelm Institut fuer Eisenforschung, at Clausthal-Zellerfeld.

The spring, which was used in an automatic weapon, was composed of five wires. One of the wires served as a central core, around which were wound the other four wires.

The Germans claimed that this spring, using 20 percent less material than a solid wire spring of the same rate, had a 20 percent greater fatigue life. Plans had been made to try springs of this type as engine valve springs.

A silicon detector cell that seems to require no adjustment, is not sensitive to shock, and is apparently simple to manufacture has been developed by a German chemist.

The cell consists of a series of cylindrical rods of carbon standing on end in a quartz tube. Powdered aluminum is introduced into the end of the tube, which is then placed in a tubular electric furnace. Air is evacuated from the tube, and silicon tetrachloride is introduced under pressure. The temperature of the furnace is raised to 800 degrees Centigrade, and silicon crystals are deposited on the surface of the carbon.

The carbon cylinder is then mounted on a ceramic base, and a metal electrode is brought into contact with the crystals on the end of the carbon rod. The finished cell reportedly will withstand a 10-gram blow. It has been used by Germans to detect 3- and 9-centimeter waves.

Ask Equalization Of Truck Taxes

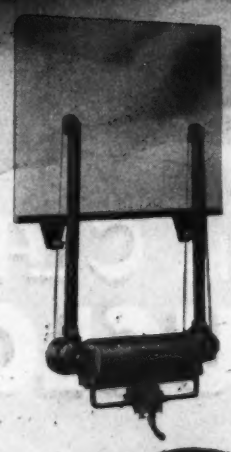
FRANKFORT, Ky.—Pending in the Kentucky legislature is a bill to grant to contract carriers the same exemption from the state's weight tax now enjoyed by common carriers, the exemption applying to both types when they penetrate the state no more than 15 miles from point of crossing the border.

There are profit-making opportunities in AN Want Ads. See inside backcover.

$50,000 Fire Hits Dorsey Trailer

ELBA, Ala. — Fire of unknown origin gutted Dorsey Trailer Mfg. plant here last week. C. E. Dorsey, president, estimated the loss at more than $50,000. The blaze, which was discovered by a nightwatchman, was finally brought under control after five fire departments had fought it for two hours.

The plant which employs 250 people, has resumed operations and rebuilding will begin as soon as possible, he said.



● A finger touch is releasing harnessed air power to open and close windows of postwar cars.

With the Trico Lift-O-Matic you may flick a button . . . your hand hardly leaves the wheel . . . your eyes never leave the road . . . and the window flashes up or down in a split second, part way or completely as you wish.

Through harnessed air power, induced by vacuum, the task of winding a crank to open or close the window is eliminated . . . the danger and discomfort of cranking with one hand, while driving with the other, disappears.

In this development—the Lift-O-Matic—the same power that raises the airplane . . . that keeps it flying . . . that sets it down again on the ground—*harnessed air power*—is used to raise and lower car windows. Provision for optional installation may be looked for in the car of tomorrow. TRICO PRODUCTS CORP., BUFFALO 3, N. Y.

TRICO *Lift-O-Matic*

TOUCH BUTTON CONTROL of Motor Car Windows through HARNESSED AIR POWER

Truck Dealer Doings

White Distributorship Opened by Fulton

Fulton White Truck Co. opened last week as distributor for White in 25 counties in southwestern Virginia in the recently completed building at Shenandoah Ave. and 15th St., N.W.

The new firm is headed by **George H. Fulton,** who has been associated with the automobile business in Roanoke for the last 25 years. He is also president of Fulton Motor Co. (Chrysler-Plymouth).

Russell P. Ball will be manager and service superintendent; **H. J. Russell,** parts manager; **Hugh R. Preas,** wholesale manager; **Sadie F. Lovin,** office manager.

* * *

Skaggs Bros. Appointed By Reo in Harrison

William and Alfred Skaggs, sons of **A. C. Skaggs** who recently were discharged from the Army Air Forces, have been appointed Reo dealer at Harrison, Ark., and will build soon. They also will represent a house trailer company.

* * *

Hearn, Stevenson Form New Tractor Setup

George W. Hearn and **Louis B. Stevenson** have organized a new corporation to sell tractors and farm implements. They are owners of Hearn-Stevenson Co. (Ford) dealership, Cedar Rapids, Ia.

* * *

$60,000 Building Planned By Herff in Memphis

Herff Motor Co. has taken out a permit for $60,000 for a building to be erected at 309 Monroe Ave., Memphis, Tenn.

Contract for the new building has been let to Consolidated Constructors, Inc., Memphis. Main office and salesroom of the firm is now located at 295 Union Ave.

* * *

New Mack Distributorship Formed in Little Rock

Arkansas Mack Distributors, Inc., has filed articles of incorporation to act as distributors of Mack trucks in Little Rock, Ark.

Principals are **R. K. McDonald, R. C. Butler** and **Horace Jewell.**

* * *

Universal Motors Plans Two Buildings in Akron

Expansion of the service, repair and sales facilities of Universal Motors, Inc. (Ford), Akron, by the erection of two new buildings this year, was announced last week by **John A. McAlonan,** president. The first project will be a 60 by 80-foot building at 412 S. High St., to be used primarily for auto body repair and repainting. An asphalt parking lot of about the same size will be built in the rear. The offices will be moved to the S. High street site while the present salesrooms in S. Main street are razed to make room for the new home.

The second and largest will follow. It will have a frontage of 90 feet on Main street and extend 150 feet deep on Cedar street, housing the offices, new showrooms and parts department.

Said to be the oldest automobile dealer in Akron in years of service, McAlonan has operated a Ford dealership for more than 30 years.

* * *

Form Ark. Mack, Inc.

Arkansas Mack Distributors, Inc., Little Rock, Ark., has filed articles of incorporation to distribute Mack trucks. Incorporators are **R. K. McDonald, R. C. Butler** and **Horace Jewell.**

* * *

Fargo Gets New Firm

A new wholesale automotive equipment firm has been incorporated in Fargo, N. D., **L. J. O'Day** is president; **Herbert Rott,** vice-president and manager; **Herbert G. Schmallen,** secretary, and **Ray Keller,** treasurer. The firm will be known as the O'Day-Rott Supply Co., and it will share quarters with the O'Day Equipment Co., 206 NP Ave.

* * *

Mack Dealer

C. E. Gray and **Ivan C. Trattner** announced the formation of the firm of Gray & Trattner, 223-225 E. Sprigdale Ave., York, Pa., where they will operate as Mack truck dealers.

* * *

Bradley Dealership

J. A. Bradley, recently discharged from the Navy, has opened a Willys-Overland, truck and jeep dealership at 201 W. Barraque St., Pine Bluff, Ark.

* * *

Durham Truck Co.

Howe Durham, Durham Iron Co., Albany, Ga., has organized Durham Truck & Equipment Co. as dealers and distributors for Diamond T trucks. Recently discharged from the armed forces, **W. Melvin Durham,** Durham's son, will be associated with him.

* * *

Martin Buys Building

The Westmoreland building on S. Main St., Woodruff, S. C., now occupied by the Chevrolet dealership, has been purchased by **R. M. Martin,** of Greenville, who will be the local Ford dealer. Martin said he expects to make expansions in the rear of the building to accommodate the new business.

* * *

Named in North Florida

William A. Estaver Co., 710 Hogan St., Jacksonville, Fla., has been appointed dealer and distributor for Federal trucks in northeast Florida, covering 22 counties.

* * *

Wallis Handles Willys

Leland Wallis, head of Wallis Motor Co., Batesville, Ark., has been appointed dealer for Willis-Overland cars, trucks and jeeps in Independence county.

* * *

Union in Former Home

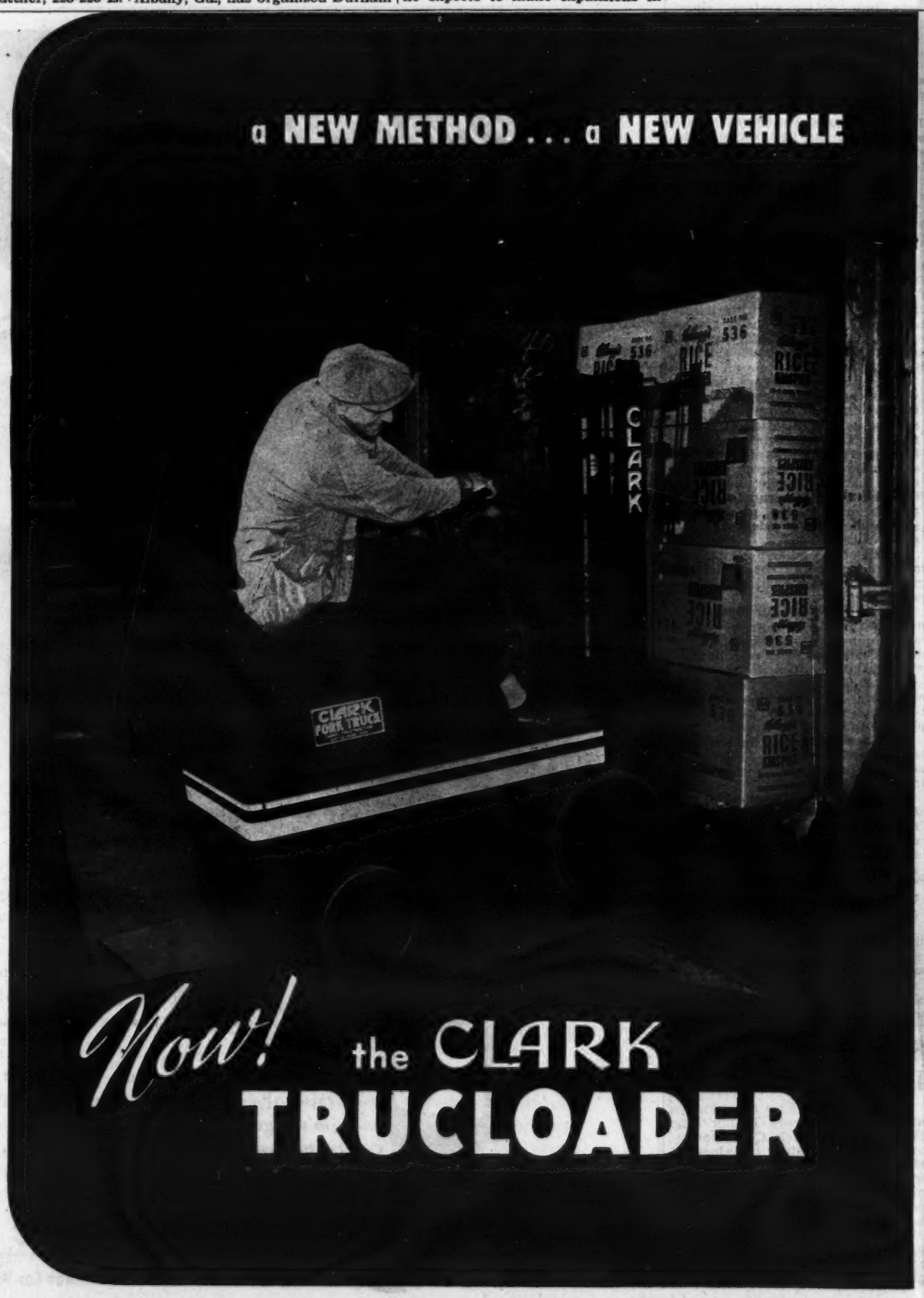
Union Garage, Buffalo, has moved back into the building it erected a few years ago to house its Chrysler-Plymouth dealership on Union Rd. at William in Cheektowaga. The property was leased to Bell Aircraft during the war. The building has been redecorated.

* * *

K-F Appoints Gatlin

Obie Gatlin has been appointed by Kaiser - Frazer at Defuniak Springs, Fla. The dealerships newly remodeled building on Balwin Ave. is being remodeled. Gatlin's sons, **Obie jr** and **Jack,** will be associated with him.

A RECENT visitor at White Motor Co. plant in Cleveland was Mirocem Navarro, of Companhia Brasileira de Marquinaria, distributor of White trucks in Recife (Pernambucco), Brazil. Navarro inspected the new line of White vehicles and conferred with the company's export department officials. Many sizable White fleets are in operation in Brazil, he said.



TELL IT TO THE ELKS— and you're telling AMERICA

THE Elks MAGAZINE

Based on Owner Surveys . . .

Body Builders Holding Key to Improvements

(Continued from Page 27)

each wanted only a rear door, only a side door or a front and rear door.

Again one-half of all bakers want all-steel tops on their delivery bodies, 22 percent want aluminum or duraluminum, 14 percent prefer canvas and the remaining 14 percent want a weatherproof composition top.

Seventy percent of the bakers questioned prefer conventional drive, to 30 percent for stand drive. Fifty-three percent prefer drop frame unit while 47 percent will use conventional frame. Sixty-six percent prefer sliding panels behind driver's seat and 34 percent want open access. Ninety-three percent want their bodies insulated for baked goods delivery.

Type of materials favored reversed themselves with the dairy men, with 50 percent wanting all steel, 29 percent aluminum or duraluminum and 21 percent favoring wood and metal. Seventy-two percent favor all-welded construction with 18 percent favoring bolted and the rest wanting riveted bodies.

Sixty percent prefer replaceable sheeting on the exterior, while 72 percent want rustproofed steel interior sheeting, 19 percent favor plywood and 4 percent want aluminum.

Rear and side door entry got the votes of 74 percent with 16 percent favoring side door and 10 percent voting for rear door only.

On top materials the dairymen went 50 percent for all steel, 37 percent for either aluminum or duraluminum, 7½ percent prefer canvas and 4½ percent voting for waterproof composition.

Two-thirds of the dairymen prefer stand drive and 91 percent want drop frame units. Seventy-three percent prefer open access behind driver's seat, with 25 percent favoring a sliding panel and 2 percent wanting a grill gate. Ninety-five and one-half percent want their dairy bodies insulated.

Fleet owners were quite evenly divided over their choice of body materials with 37 percent preferring all steel, 32 percent wanting aluminum or duraluminum and 31 percent favoring wood and metal.

The majority of fleet owners, or 68 percent, preferred welded bodies, with 24 percent favoring bolted construction and only 8 percent wanting rivets. Sixty-eight percent want removable exterior sheeting and 59 percent prefer rustproof steel interior sheeting with 39 percent wanting plywood.

Both rear and side entry was favored by 65 percent, only rear door 21 percent, only side door 12 percent and 2 percent favor both rear and front entry.

One-half of the fleet owners prefer all-steel tops, 32 percent want aluminum or duraluminum, 14 percent favor canvas and 4 percent the waterproof composition top.

Conventional drive is preferred by 59 percent, 63 percent favor drop frame units, 60 percent prefer open access back of driver with 34 percent going for sliding panels and 6 percent for grille gates. Seventy-five percent want insulated bodies.

Copies of these studies are available from the DeKalb Commercial Body Corp., DeKalb, Ill., for anyone that wishes them.

With so many store-to-door delivery firms figuring on the replacement of all or most of their present delivery equipment as soon as the new vehicles are available, the following figures by William Carlson of Metropolitan Body Co. in favor of the man-high type body may be of interest to users with limited garages or loading space, or to truck salesmen having prospects with these problems:

For instance, a typical light truck with a seven-foot conventional panel body on about a 113-inch wheelbase has approximately 121 cubic feet of loadspace and requires 92 percent more garage floor space per cubic foot of loadspace than a 113-inch chassis with a man-high, wider body and the driving controls shifted forward to lengthen the loadspace to 9½ feet, thus increasing the payload capacity to about 280 cubic feet. The former requires approximately one square foot of floor space for each cubic foot of loadspace, while the latter requires approximately ½ square foot of floor space for each cubic foot of loadspace.

By the same token, a 125-inch wheelbase with an eight-foot conventional panel body requires 73 percent more garage floor space and a 130-inch wheelbase with a nine-foot conventional body requires 52 percent more garage floor space per cubic foot of loadspace than the 113-inch unit with the higher, wider, 9½-foot body.

Expressed in fleet terms, 10 conventional panel units on a 113-inch wheelbase require 1,236 square feet of floor space for their 1,210 cubic feet of payload space, while five extra capacity bodies on 113-inch wheelbase provide 1,400 cubic feet of loadspace but require only 745 square feet of garage floor space, allowing in both cases for normal space around the trucks. Thus nearly 500 square feet of garage space is made available for extra loadspace.

In loading, a 48-foot platform can accommodate seven conventional panels on a 113-inch wheelbase, affording only 847 cubic feet of loadspace. At the same length platform six man-high, wider body units on the same wheelbase can be loaded with 1,680 cubic feet of payload. The extra height and width not only facilitate loading but also working the load with greater ease and less bending fatigue.

The fact that some 14 manufacturers of trucks now offer higher and wider delivery route bodies on short wheelbase, light chassis, indicates the extent to which the postwar truck industry is being functionalized in order to bring frequent-stop deliveries abreast of the improved volume of increased buying power.

Besides the advantages in loading and garaging, short route trucks with twice the loadspace fit into the need for enabling routemen to do more volume in order to earn the "take home" pay so much desired. For instance, a short unit with approximately 121 cubic feet of payload, can handle a maximum of only 242,000 cubic feet of payload in 2,000 working days of assumed life, while the bigger loadspace unit on the same wheelbase can carry a total of 560,000 cubic feet of payload in the same number of working days.

If 50 cents a cubic foot payload value is assumed and a 2 percent net profit basis is used, the small body will deliver $121,000 worth of payload during its lifetime at $2,420 net profit, while the larger body unit can deliver $280,000 worth of payload at a profit of $5,600, or more than twice as much, and the routeman has earned more in commissions or wages for the extra deliveries.

In the garage shop, the larger body units mean one engine to repair for every 280 cubic feet of payload space instead of one engine to every 121 cubic feet of space on the same wheelbase with small body. This, in turn, indicates not only that repairs cost less per dollar of payload delivered but that tire costs, gasoline, painting, insurance, license fees, etc. are less per dollar volume delivered.

Industrial Truck Use Shows Gain of 350%

CHICAGO.—A 350 percent increase during the past 21 years in the number of battery-powered industrial trucks in use in American industry is revealed in a survey, announced last week by Electric Industrial Truck Assn.

The survey for all industry in the United States shows 39,782 such trucks in use at the end of 1944, compared with 11,350 in 1923. The figures cover all makes of trucks, and are not limited to the products of members of the association who manufacture approximately 90 percent of such equipment produced in this country.

Rhomas & Hermand

Roger W. Thomas, a discharged veteran, and **Mr. Herman**, Logansport, Ind., have formed a new dealership, Rhomas & Hermand Auto Sales, Peru, Ind., for Kaiser-Frazer.

Rights Waived On Devices for School Buses

DETROIT.—In the interest of the health and safety of American school children, two manufacturers of bus equipment have waived patent rights on two devices to school bus manufacturers, Frank W. Cyr, professor of education, Teachers College, Columbia University, announced last week.

He is chairman of the National Conference on School Bus Standards.

Cyr said, "It is a tribute to American business that both manufacturers turned over their exclusive rights, under the standard adopted, to the public schools. Although the national standard adopted for ventilation gave Evans Products Co., Detroit, exclusive rights, the company has voluntarily waived all royalties on its patents when used in school buses.

"In the case of the stop-arm adopted, Earl M. Hicks and the Hicks Body Co., Lebanon, Ind. are transferring all patent and manufacturing rights to the American Education Assn. Thus, any manufacturer of school buses has full use of this patent without cost."

"We want you to know that Automotive News is the most read and quoted paper in our establishment." George Soule, Butler Nash Co., Butler, Pa.

New-Car Line Starts 64 Hours Before Sale

MARYVILLE, Tenn.—Thirty-one persons were standing in line before a motor company here one day last week, 18 hours before the first of the firm's new cars was to be sold on a first-come-first-served basis.

The line started forming at 2 p. m., Wednesday, March 13, 64½ hours before the company started taking orders Saturday morning, March 16. Only one car was delivered Saturday. Other persons got on the delivery list in the order of their places in line.

New Vehicle Prices Due . . .

Price Control Taken Off Original Truck Parts

(Continued from Page 27)

manufacture was suspended, OPA said, because of the heavy administrative burden entailed, coupled with the fact that indirect controls can be exercised through curbs on vehicle-makers' prices. Price ceilings on completed vehicles will keep truck original equipment parts prices from rising unduly, it was pointed out.

OPA intends to watch the trend of parts prices closely, a spokesman said. Should original parts prices begin rising in an inflationary manner, he warned, "control over the entire parts industry will be immediately restored."

"Although price control on automotive parts for original equipment is suspended, the vehicle manufacturer is restricted as to the extent to which his selling price for the vehicle may reflect an increase in the cost of that part to him," the OPA official said. "Unduly high prices will not be recognized in vehicle pricing.

"In general, a parts seller's prices will be considered excessive if they are higher on the average than prices that would have been allowed him had the parts been kept under control.

"Consequently, increases in parts prices that are inflationary in that they reflect temporary and artificially high elements of cost or profit margins materially greater than were prevailing in a representative peacetime period may not be passed through in the form of higher vehicle prices.

"The widespread charging of prices higher than those that would have been allowed under continued price control will cause OPA to revoke the suspension of automotive parts.

"In addition OPA may revoke the suspension from price control of individual sellers of automotive parts either with regard to all or certain of the parts sold by them.

"Such action will be taken when it appears that unduly high prices are being charged by certain sellers but that in general the level of parts prices is satisfactory."

Rivalry

(Continued from Page 27)

"economy and flexibility of motor transportation."

He stated that transportation and distribution represent from 20 to 75 percent of the cost of the commodity to the consumer and added:

"Most people do not stop to realize that the real transportation costs by highways actually begin in the planning and blueprinting for highway construction."

Added costs are the taxation that is levied upon motor vehicle owners to pay for highways and less conspicuous costs are found in limitations imposed on the sizes and weights of motor vehicles as well as "unsound" regulatory restrictions governing automotive use, Butler said.

The speaker condemned the use of special highway taxes for non-highway purposes and the practice of "unwise and uneconomic" dispersion of state motor vehicle taxes to unrestrained use by local units of government.

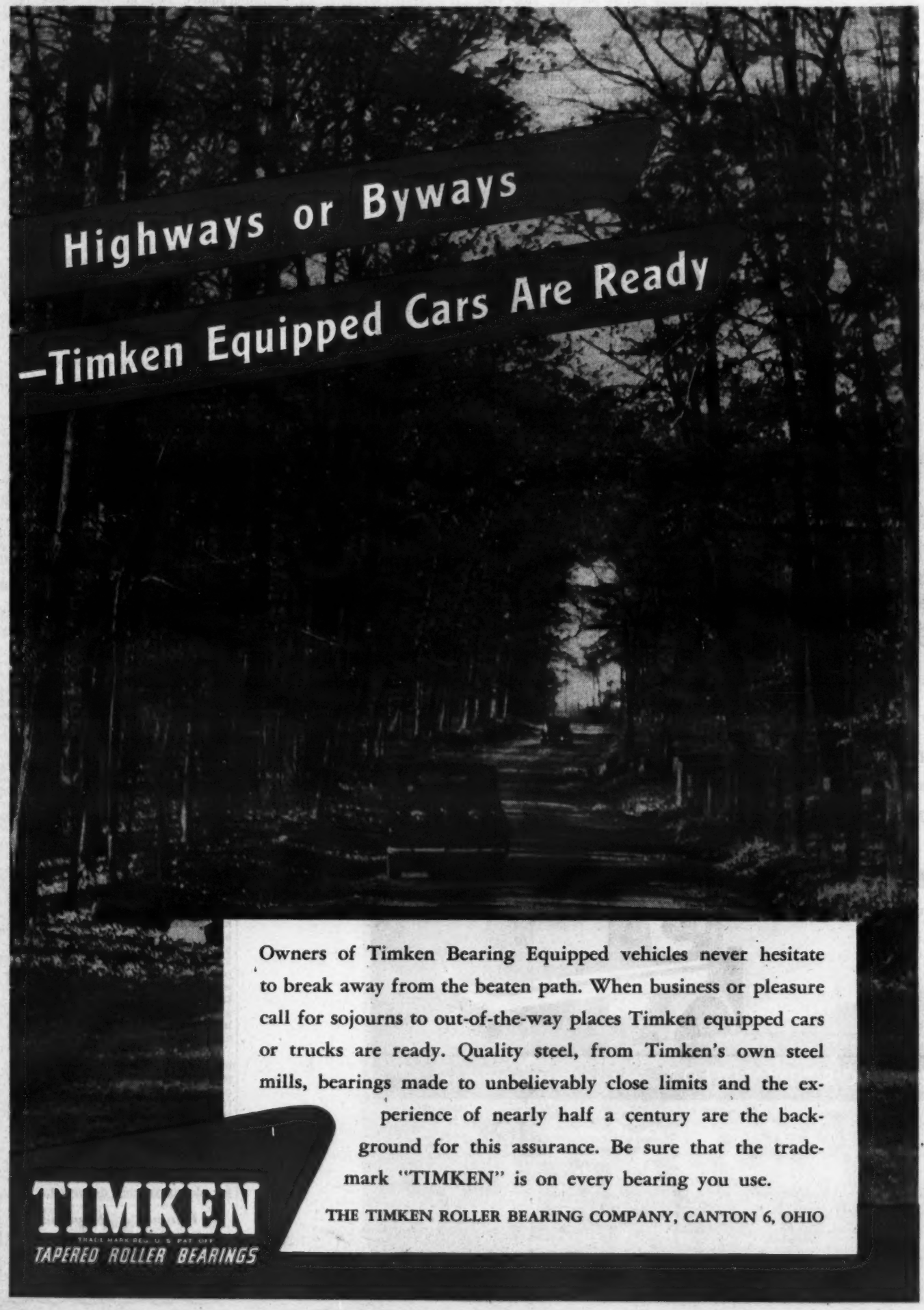
Pointing to the "magnificent performance" of all forms of transportation during the war, Butler visualized great improvement in transportation facilities if sound public policies of taxation and regulation are followed by the federal and state governments.

New Buses Ordered

FORT WILLIAM, Ont.—To modernize its street railway system, the city council has just completed an order for 18 new transit vehicles from the Canadian Car & Foundry Co., Ltd. Ten of the vehicles will be gasoline buses and eight will be electric trackless trolley coaches. Most will be delivered to the city in September, 1947. Cost of the 18 vehicles will be approximately $260,000.

Mason Motors Builds

Contracts have been let for the construction of a concrete and steel building, 60 by 132 feet at Sycamore and Market Sts., Kokomo, Ind. for Mason Motors, Inc., 221 E. Sycamore St.



Just Among Dealers . . .

(Continued from Page 3)

and is at present trustee of the Ohio Automobile Dealers Assn.

* * *

GLENDON MACDONALD (Chevrolet-Buick), Aitkin, Minn., born 42 years ago in Superior, Wis. His initial experience in this field was as a service manager, starting in 1930. Four years later he became a full fledged dealer.

For many years he has been a director of the Minnesota Automobile Dealers Assn. During wartime he was chairman of the salvage drive. During the brief periods he relaxes from business, you will find him hunting, bowling or enjoying one of the two riding horses he owns.

H. E. WARREN (*Cadillac*), *Minneapolis, born Sept. 20, 1891 in Whitewood, Sask., Canada. His automobile experience dates back to 1917 when he took on the distributorship of the Detroit Electric, followed by Milburn and Rauch & Lang. His first gas car was a Liberty. Later, he handled Buick and Pontiac.*

He served as Police Commissioner for St. Paul in 1934-5-6. He was active in all the war drives. He has been president of both the St. Paul and the Minnesota Automobile Dealers Assns., and for several years served as treasurer of the Minneapolis Automobile Dealers group.

* * *

JOHN J. VERSCHOOR (Chevrolet), Mitchell, S. D. About a half a century ago in Iowa where Verschoor was born, there was a cyclone. The state had imported some pheasants from China to experiment raising them in this country. The cyclone wrecked the hatchery and brooders and the birds were scattered to the four winds. It was believed that everything had been lost.

J. J. Verschoor

The next year pheasants started to show up in the surrounding counties, the only explanation being that they had survived the big blow and found the surroundings to their liking. Aided by the state propagation and conservation programs the birds multiplied in numbers, particularly in the midwest, where they are now a great delight to hunters and a source of revenue for many states.

The sequel to the story is that Verschoor, who in 1926 became a Chevrolet dealer, found that pheasants, which were introduced in the country about the time of his birth, had multiplied to the extent that it was estimated last season that 18 million birds were living in his adopted state of South Dakota.

A couple of years ago he decided to do something about it and make pheasants a vocation instead of an avocation. Therefore, during the times that he could relax from his dealership he organized a cold storage locker in Mitchell for the purpose of dressing, packing and shipping pheasants. Last year this locker was opened for the public. The demands made on it by pheasant hunters exceeded his fondest dreams.

By recruiting as many housewives and other available workmen for day and night service he succeeded in taking care of an average of 4,000 birds a day during the hunting season. Pheasant hunting in South Dakota has become a major business. Licenses for out of state hunters are $20. It is estimated that visiting hunters spend $80 otherwise during their stay in the state. Figuring approximately 45,000 hunters, this means more than $10 million annual crop. A hunter in South Dakota is allowed eight birds a day and to ship 40 birds out of the state.

Verschoor somehow finds time for extra-curricular activities. He served as OPA district director in Sioux Falls for several years. He is a past president of the Mitchell, as well as the South Dakota Automobile Dealers Assns. He is now serving his second term as NADA director for the state.

JOHN O. MUNN

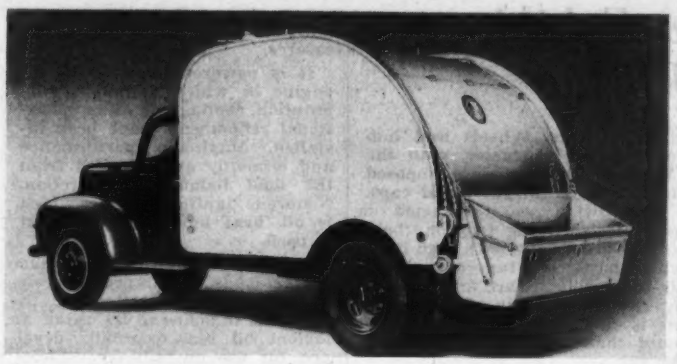
Waters Starts Distribution of Steel Trailer

SAN FRANCISCO. — Waters Equipment Co., subsidiary of James F. Waters, Inc., De Soto-Plymouth distributor, is prepared for nationwide distribution of the all-steel Tison Trailer, it announced last week. The trailer is manufactured here.

A 15-inch deep, 48½ by 72-inch body is one of the features of the product. Others are a non-sway axle, modern trailer hitch and clearance tail light.

It has proved its worth as a utility vehicle and will handle loads up to 1 ton, according to Robert A. Waters jr., general manager.

Ads, why not you? See inside backcover. Others are profiting from AN Want



GAR WOOD INDUSTRIES, INC., Detroit, has developed and is marketing a new, all-enclosed refuse collecter called the Bucket Loader to meet the demands of health officials throughout the country for this type of unit. The all-steel, all-welded body comes in two sizes, either 6¼ or 8½ cubic yards, according to W. H. Hammond, vice-president in charge of sales.

Dated Daytons

Each Tire Imprinted with Month and Year

DAYTON. — Tires produced by Dayton Rubber Mfg. Co. will bear the month and year in which they were manufactured, as well as having a serial number, the company announced last week.

Molded into the sidewall, directly following the serial, will be the date. For example, tires made in March, 1946, have the inscription "346."

This innovation "assures customers that they are using tires embodying the latest synthetic compounds," officials state.

Need a Service Man—Want a Job—try a want ad in Automotive News. They get quick results!

End of Strikes Is Welcomed By Truckers

BUFFALO. — Motor carriers in the U. S. are ready to spend $2,500 million for new equipment, President Ted V. Rodgers, American Trucking Assn., declared here last week.

Settlement of the General Motors and steel strikes has "saved the economic life of the highway trucking industry," he said.

"Not being able to get trucks and trailers, we came very close to being a casualty of the war," said Rodgers, in an address to the Central Railway club. "Because our equipment long ago outlived its usefulness, our maintenance costs have been tremendously high.

"Labor difficulties which have followed the war simply meant that we were faced with the same critical wartime equipment-shortage problems," he added.

Carl Chevrolet

Jones Supply Co., Siloam Springs, Ark., has changed its name to Carl Chevrolet, Inc.

Switch to AUTO-LITE

STEELDUCTOR SPARK PLUG WIRE SETS

Auto-Lite furnishes spark plug wires in both copper and in Steelductor, an automotive type of the 7 strand stainless steel conductor proved on America's fighting planes. Available on Spools or convenient ready-to-install sets complete with terminals.

BATTERY CABLE WITH ANTI-CORRODE TERMINAL

Properly installed, Auto-Lite Battery Cable with the revolutionary Anti-Corrode Terminal resists corrosion that builds resistance and restricts proper current flow to the starter and other electrical units.

LOW TENSION WIRE

Auto-Lite wire and cable is a complete line, for every automotive use. Wire for lighting and other low tension circuits is available in many shapes, sizes and insulation materials. A new catalog giving complete specifications of Auto-Lite automotive wire, both on spools and cut-to-length sets, will soon be off the press. Write for your copy.

THE ELECTRIC AUTO-LITE COMPANY
Toledo 1, Ohio
Toronto, Ontario

RSD MERCHANDISING
AUTO-LITE REGISTERED SERVICE DEALER

AUTO-LITE
Automotive Wire & Cable

Investigate the 4-way advantage of the Auto-Lite Registered Service Dealer plan: (1) Registered Service, (2) Contract Price, (3) Adequate Inventory, (4) National Advertising

TUNE IN THE AUTO-LITE RADIO SHOW STARRING DICK HAYMES — EVERY SATURDAY NIGHT, 8:00 P.M. — E.T. ON CBS

Ford of Canada Exhibits New Monarch V8 Car

WINDSOR, Ont. — Engineering and body details of the new Monarch car, produced by Ford of Canada, were revealed last week in connection with the initial showings of this first new-name passenger car in the Canadian postwar market.

It will be available in five models, the sedan, town sedan, sedan coupe, club convertible and station wagon.

Viewed diagonally, front to rear, the Monarch's body styling flows from a massive barred grille and deep, full bumper, back over a broad hood, spearheaded by a streamlined lion's head ornament, to a wide, full-vision windshield and thence over a body whose doors have been designed with a view to maximum interior accessibility.

Bright metal moulding and center strip divides and surrounds the windshields, and is applied on the svelt fenders as well as along the body belt line. Slip stream ornaments adorn the front fenders. Wheels and hub caps are in character, with the Monarch emblem superimposed in red on the bright metal caps.

Deep, wide seats trimmed in panel design, using two-tone beige cord or broadcloth, with high backs which have both tapered coil and zig-zag springing, are among many interior refinements. Sound-proofing is effected by use of rubber at more than 200 points throughout the car.

The instrument panel, designed in keeping with postwar style concepts, is dressed in golden tan and metallic green with a restrained use of bright metal strips. Heater and defroster are standard equipment.

The body has a 118-inch wheelbase, 129-inch springbase chassis with low frequency springing. Stability and ride control are increased by the incorporation of radius rods, front and rear; torsion stabilizer, low center of gravity and front and rear track bars. Double - acting shock absorbers and hydraulic brakes with new-design self-centering shoes are other chassis features.

It is powered by a 97-hp. V8 engine in which numerous carburetion, cooling and other operational refinements have been installed. Maximum performance and economy are intended from the dual balanced carburetion. Neoprene ignition wiring which is oil, heat and ozone resistant is used.

Aluminum alloy pistons reduce bearing loads and improve acceleration. Complete sealing of the crankcase is achieved by use of an efficient oil seal originally developed for use on military vehicles, the company states.

Calibrated, pressure-type radiator cap incorporating a relief valve, permits higher engine operating temperature without loss of coolant while other features of the engine include oil bath-type cleaner, engine oil filter, and a large capacity oil pump, it adds.

Closed models will be available in seven different colors. The club convertible will be shown in an eighth color as well.

Need a Service Man—Want a Job—try a want ad in Automotive News. They get quick results!

THE NAME "MERCURY" will appear in the commercial haul field for the first time this year, result of a decision of Ford Motor Co. of Canada, Ltd., to produce a complete range of light and heavy Mercury trucks. Previously, the Mercury line consisted of passenger automobiles only. The 3-ton model is shown here. V8 truck engines with aluminum heads for higher torque output are installed in all Mercury trucks. The 2 and 3-tonners incorporate special high-torque camshafts for maximum pulling ability at low engine speeds.

Ford of Canada Displays New Mercury Truck Line

WINDSOR, Ont. — Carrying the name "Mercury" into the commercial hauling field for the first time, a new line of Mercury light and heavy trucks was introduced across Canada last week in showrooms of Mercury and Lincoln dealers.

Powered by V8 truck engines with aluminum heads for higher torque output, the new Mercury trucks range from 114-inch wheelbase ½-ton pickup, to a 176-inch wheelbase 3-tonner.

In addition to the standard series of chassis, there will be a 3-ton dump truck available on a 134-inch wheelbase chassis and a truck-tractor unit both of which will have special reinforced frames. A 194-inch wheelbase school bus chassis is also scheduled for production by Ford of Canada.

Engineers also point out that the 2 and 3-ton units and the school bus engines will incorporate a special high-torque camshaft for maximum pulling ability at low engine speeds while a two-speed axle with vacuum shift will be standard equipment on the 3-ton and school bus vehicles.

The new truck engines are equipped with high pressure oiling systems a feature of which is a removable pan plate which permits easy access to the oil pump screen for quick cleaning.

Balanced down-draft carburetion, an oil seal on the crankshaft rear main bearing liners and four-ring aluminum alloy pistons are also incorporated.

A split fly-wheel housing makes clutch servicing simple while main shaft splines are designed to hold transmission gears in positive mesh under heavy loads, the company states.

Standard colors will be Calvert blue, Kinlos brown, Commercial red, and Yosemite green while Mercury passenger car colors will also be available alternatives.

Standard equipment will be many items usually appearing under the heading of accessories. For instance, chassis - with - cab models have dual sun visors, dual windshield wipers, dual electric horns, cigar lighter, ash tray, dome light and ventilating rear window.

Compulsory Test Seen Nearer for Ohio Vehicles

AKRON. — Recent disappointing results of the free car inspection campaign is speeding the drive for compulsory automobile inspection in Ohio, E. J. Lehman, secretary, Akron District Automobile Dealers Assn., said last week.

Few motorists brought their cars to district garages for the free check, he said. Backers of the forced inspection idea have chorused, "I told you so," as a result.

"Our attempts to offer this free car inspection seems to have proved the average motorist won't have his car checked for safety without compulsion," Lehman reported.

A compulsory measure for annual safety checks on all cars is just around the corner in Ohio, it is indicated.

There are profit-making opportunities in AN Want Ads. See inside backcover.

Why Your Truck and FRUEHAUF TRAILER COMBINATION is Easier to Sell!

1 You don't have to "sell" Fruehauf design, construction or performance—that job's been done for you over the years.

2 You don't have to sell a model which is *almost* what your customer needs—there are literally hundreds of sizes, types and capacities available in the Fruehauf line.

3 You don't have to "sell" service facilities—operators know Fruehauf Branches cover the country.

4 You don't have to know trailers—just call in your Fruehauf man and he'll work right along with you.

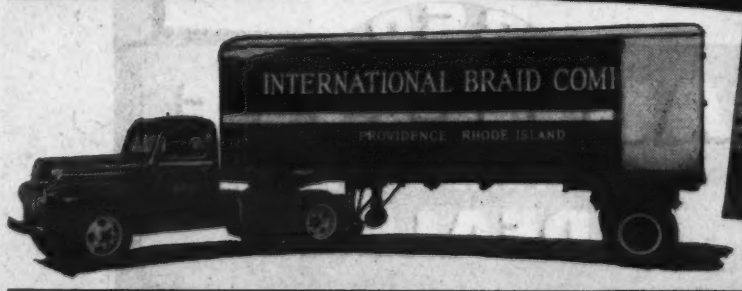
Sell Soundly . . .

BY SELLING THE TRAILER THAT STAYS SOLD!

World's Largest Builders of Truck-Trailers

FRUEHAUF TRAILER COMPANY • DETROIT 32

8 Factories—60 Factory Service Branches



MORE FRUEHAUF TRAILERS on the road than any other make!

★ FRUEHAUF TRAILERS "Engineered Transportation"

U. C. Over-Ceiling Suit Nets $2,004 Fine in Tex.

WICHITA FALLS, Tex.—In a case that attracted a large number of used automobile dealers to the courtroom, a jury awarded judgment of $2,004 plus $500 attorney's fees to Earl L. Medford, a used-car buyer.

The judgment was against A. D. Willingham, who, it was charged, sold a 1941 Buick convertible for $2,700. The ceiling was $1,698.

Feature AMALIE — the straight-run Pennsylvania Motor Oil that is 20% Dilier by actual test. Stands up longer . . . with minimum carbon, sludge, varnish. AMALIE Motor Oils and Lubricants are backed by planned, consistent merchandising which means year-round sales and profit opportunities for you. Back AMALIE products.

See your nearest AMALIE Distributor, or write Dept. AN.

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L. SONNEBORN SONS, INC.
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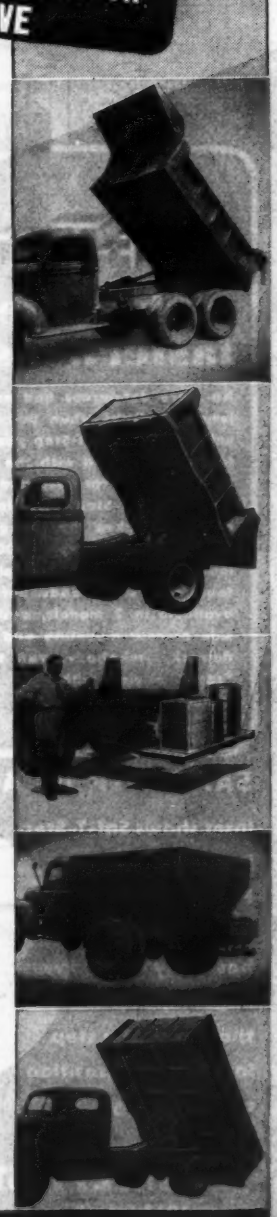
Anthony HAS IT...

CONSTRUCTION EQUIPMENT THAT KEEPS TRUCKS ON THE MOVE



ANTHONY "SUPER" HYDRAULIC HOISTS AND BODIES, up to 30 ton capacity—with "power speed lift" and "rubber restraining blocks," two of many features that explain the evident preference for Anthony equipment on the job.

ANTHONY HYDRAULIC LIFT GATE . . . one of the remarkable new war-developed pieces of equipment for loading and unloading. Raises and lowers loads from ground to truck level.

ANTHONY MATERIAL SPREADER . . . rugged, all steel; for road building, maintenance and ice control.

ANTHONY HYDRAULIC PLATFORM "BOOSTER" HOISTS, especially designed to make dump bodies out of flat bed trucks.

Write for complete details on any Anthony product. Available through all truck dealers and Anthony distributors.

ANTHONY HYDRAULIC
Manufactured by ANTHONY CO. Streator Ill.

Wallace

(Continued from Page 1)

last November containing the so-called statistics, was used by the President's factfinding board which recommended a 19-cent pay increase for General Motors workers.

4 The arousing of senators and representatives. The issue was aired on the floors of both the Senate and House.

5 Scorn for what is said to be the leisurely attitude of Wallace in backing down on the meaningless figures when a major segment of the auto industry was paralyzed by a strike. The report's influence on the strike action of workers was, no doubt, great.

6 Possibility of GM asking for a Congressional investigation of "collaboration" between the UAW-CIO and statisticians who worked on the report.

Sen. Homer Ferguson of Michigan told the Senate, "The Department of Commerce is a tax-supported institution receiving all its money from United States taxpayers for its employes. The taxpayers should not be required to expend money for facts and reports that are not accurate and beneficial to the people generally. Misstatements and inaccuracies are of no value. (The auto report) was a fraud on the American people.

"The automobile industry was expected to become the major testing ground for the country's wage-price policy. I am sure that had this report been printed in full, just as a report prepared by Harold Wein, a Justice department employe, the workmen of my state would have considered the source and would not have been misled."

Then he recalled: "But when the Department of Commerce issued the report as an official report, these workmen and the public in general had a right to rely on it.

"It is very important that these official reports (or reports claimed to be official) should be accurate—should be truthful and, should, under no circumstances, be issued for political purposes."

"Wallace would have us believe he was only drooling and driveling from the mouth, and not giving a factual, official report," Rep. Jonkman of Michigan, told the House. "It's a poor alibi for a prophet proven false."

It was disclosed that Wallace has known that the report was of no value since Dec. 5, but his retraction was not made until after the GM strike settlement when the truth about the phony figures would no longer be of any use to anyone.

Like the 500 words of generalities from Wallace a few days ago, asserting that the November report projections "were not intended, nor should they have been regarded, as official forecasts of costs, prices or profits for the automobile industry or for industry as a whole," his explanation about the delay side stepped responsibility.

The report, saying specifically that the automotive industry could lift wages 15 percent this year and 10 percent next year without boosting prices and still make profits, second only to the record year of 1941, was challenged at the time by George Romney, general manager of Automobile Manufacturers Assn.

The question arising here now is why Wallace, at the time of Romney's contradiction of the preposterous figures, did not investigate the report.

General Motors is said to be asking a Congressional investigation to determine "the degree of collaboration which existed between the UAW-CIO and the statisticians who aided in compiling the report for Wallace."

So far no one has come forward with an explanation of the abilities of a Justice department employe to prepare a report that had a direct bearing on a strike that cost GM, its dealers and its employes over a billion dollars.

It is said that Wallace was told to make the retraction or it would be made for him. Use of the harmful statistics was first discovered by the Business Advisory council in the Department of Commerce. It is composed of businessmen called to the Capitol by Wallace in his new role as a "friend" to business and industry.

Gets all the Younger generation . . . plus most parents!

See pages 22-23

The National Newspaper Network
METROPOLITAN GROUP

Collecto Garbage Units

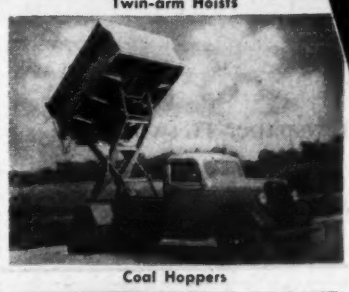
Rock Bodies — Telescopic Hoists

Twin-arm Hoists

For long life . . . modern design . . . and dependable operation, recommend

HEIL Bodies and Hoists

to your customers . . .

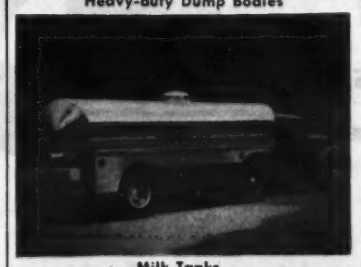


Coal Hoppers

When the question arises as to which body and hoist will do the most dependable job for a specific application, it is good business to review the features of Heil units.

Heavy-duty Dump Bodies

Consider the weight-saving construction that gives your customers greater payloads and bigger profits — the 45 years of experience in design and fabrication — the smooth operation of the hoist — plus dozens of other reasons that assure outstanding service and satisfaction.



Milk Tanks

Heil Bodies and Hoists substantiate your claims for thorough dependability — your customers thank you for recommending them.

BH-111

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General Offices
MILWAUKEE 1, WISCONSIN

Plane Refuelers

Petroleum Truck Tanks

Obituaries

Campsall Dies; Ford's Secretary For 30 Years

Frank Campsall, general secretary for Henry Ford since 1916 and director of the Ford Motor Co., died March 16 in a Savannah (Ga.) hospital.

Mr. Campsall, who had been a personal associate of Ford ever since 1912, was staying with the elder Fords at their Richmond Hill plantation at the time of his death. He was 62 years old.

After joining the company in 1912, Mr. Campsall caught Ford's eye as a "hard and determined worker." In a few years he became general secretary to the auto pioneer.

In June, 1943, Mr. Campsall was appointed assistant general manager of the company following Edsel Ford's death.

* * *

Close, Pontiac Dealer In Ohio, Dies at 52

TOLEDO, O.—George W. Close III, oldest Pontiac dealer in Ohio, died March 16 here following a three-day illness. He was 52.

Head of the Close Motor Sales, dealer in Pontiac automobiles for the past 28 years, Mr. Close at one time was general committee chairman of the annual automobile show sponsored by the Toledo Automotive Trade Assn.

* * *

Harry V. Taylor Dies In Wilmington, Del.

WILMINGTON, Del.—Harry V. Taylor, 51, president, Taylor Auto Supply Co., widely known in the automotive field, and for many years a member of the board of governors of the Delaware Motor Trades Assn., died in Wilmington General hospital following a short illness.

A native of Kenton, Del., he had been in business for more than a quarter of a century.

* * *

Merlin Mann

CINCINNATI. — Merlin Mann, 48, vice-president and manager of Jamison Motors, Inc. (Nash), collapsed and died March 11 while working at his desk in the office of the firm. Formerly district manager for Nash Motors, Mann had been associated with the Jamison firm since October, 1945. His widow and two sons survive him.

Robertson, Pynn New Chiefs of N. H. Dealers

MANCHESTER, N. H.—(UTPS)—Ellis Robertson, of Keene, was elected to succeed Otis E. Mercer, of Nashua, as president of the New Hampshire Automobile Dealers' Assn., at the organization's annual meeting at the Manchester Country club.

Other officers were named as follows:

Leander G. Pynn, of Meredith, vice-president Walter B. McGregor, or Manchester, secretary; Edwin B. Morse, of Manchester, Nils Carlson, of Concord, Frank Brooks and Earl Elsea, of Portsmouth, and Briscoe Spencer, of Claremont, directors for one year.

Leander G. Pynn, of Meredith, J. Harrison Cavanaugh, and W. J. Sanfason, of Manchester, Mercer and Robertson, directors for two years; Carl Wyman, of Alton, Robert Beaupre, of Rochester, Ralph George, of Concord, John Tann, of Littleton and Blake Schurman, of Lancaster, directors for three years.

The guest speaker at the gathering was Lawrence F. Whittemore, president of the Federal Reserve Bank of Boston, who discussed economic conditions in New England, particularly as they affect the auto business.

Mercer, the retiring president, acted as master of ceremonies.

THIS CAB and trailer was designed by Sundberg & Ferar, Detroit, with the idea of giving truck fleet operators distinctive identification. The pilot cab provides greater visibility.

OPA Opens Drive on Gyps As Need for Action Fades

(Continued from Page 1)

were shipped to the south and west for resale at still higher prices.

It was estimated that 5,000 to 6,000 good used cars with an OPA ceiling value of about $5 million had passed through the ring's hands. Practically all of the cars, it was reported, were purchased at prices from $50 to $500 over ceilings. For the most part, this left only cars in poor condition for legitimate dealers here.

Established Detroit dealers have been trying for two years to get action against the black-market operators from OPA. In addition, they have protested to the secretary of state, since the operators had no licenses to deal in cars.

The black-market agents were spotted at factories, service stations, street intersections, and in some cases operated from private homes, drawing buyers through classified ads.

In many cases, soldiers or men posing as soldiers were used as contact men.

Often the ring members would operate right on the street. When they saw a good car stop for a red light, they would run out and offer the driver "cash on top" of the ceiling.

Scores of times legitimate dealers reported these cases to OPA while the men were actually operating. This went on for two years, and now, when the period of opportunity for black-market operations in used cars draws to an end, the OPA finally appears to be doing something about it.

In the meantime, the dealers point out, they lost the opportunity to deal legitimately in good used cars at a time when it would have been helpful to them as well as the buyers of used cars.

In view of this, many dealers feel that OPA is trying to make a belated showing for some political reason, since the time has past when such drives would accomplish any good for the public or the dealers.

Why wait until it is all over before acting? they ask.

Clifford E. Gray

SAN DIEGO, Calif.—Clifford E. Gray, 62, manager of Distributor Finance Co., Los Angeles, died March 4. Mr. Gray was a former employe of Davies Motors (Nash), San Diego, and had been connected with the automotive business on the West Coast for 30 years.

ORCO

AUTOMOTIVE MATERIALS

RUBBER AND SYNTHETIC RUBBER

Molded (hard or soft) and Extruded Parts

RUBBER-TO-METAL ADHESION PARTS

Detroit Office

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2210 FISHER BLDG.

THE OHIO RUBBER COMPANY · WILLOUGHBY, OHIO

Get an eye-full of . . .

The National Newspaper Network

See pages 22-23

METROPOLITAN GROUP

A St.Paul "light duty" unit... but look at the way it's BUILT!

Model 47-7 St. Paul Hoist with 3-4 yd. BR body and ½ cab shield

Whether for handling iron ore, asphalt or ashes all St.Paul dump units are built with an extra measure of emergency strength.

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SAFETY STEP SALES CO.

1017 S. La Brea Ave. Los Angeles 35, Calif.

Truckin' . . .

By Jack Weed

(Continued from Page 27)

But by the time I'd worn out four Carter Cars for my grandfather, lasted three months on a testing job at Oakland and 30 minutes at Welsh-Pontiac, I had become a Barney Oldfield, Earl Devore and Wild Bill Cummings all wrapped up in one package—in my own estimation, of course.

* * *

ED MURPHY, who fathered the Oakland, was a neighbor; Bert North, who made the General Motors Truck possible, was a fishing pal (I rowed the boat for him mostly), and Hamilton, who steered Carter Car, and the two Welshes of Welsh-Pontiac were—well they at least spoke to the fat punker when they saw him. I helped build the plant where O. J. Beaudette garnered a couple million dollars making Ford bodies and stole bent ash top bows for shinny sticks from Monroe Auto Top.

Yep, 50 years is a long time and —so's 40—in the automotive industry.

* * *

FORTY YEARS AGO, when I cut my eye-teeth on that old Northern, there were more cars built in and around Detroit than there are now in the entire industry. As I remember some of the old names—Cadillac, Ford, Lozier, Maxwell-Briscoe, Jackson, Brush, Northern, Oakland, Olds, Overland, Packard, Paige-Detroit, Reo, Thomas-Detroit (to become Chalmers), Welsh-Detroit and the Wayne.

Other names that made automotive history and which were in the running when I earned my first money in the business in 1909 included Carter Car, Abbott, E.M.F., Hudson, Hupmobile, King, Krit, Regal and Warren Detroit. Some of the trucks in those early days, as I remember, were the Rapid (forerunner of GMC), Grabowsky and Commerce.

Twenty-five years is a long time in the truck-trailer business. That I know, too, for I used to call on Gus Fruehauf — Harvey's fine old dad—when he wore the leather apron and hammered them out on the anvil, and Harv was just a punker, too—office man and the "white collar guy" around the old place on Gratiot avenue where the first trailers were built.

And 12 years ago is a long time in the house trailer business—it was about then that I saw Dr. A. G. Sherman's first house on wheels which sprouted overnight into the big Covered Wagon Co.—with Norman Wolfe and his Silver Dome, George Burt and Vagabond and Dave Arehart with Palace Travel Coach coming soon after.

* * *

SPEAKING ABOUT old times, I got a letter from Watt Moreland the other day—the guy who started a truck company in Los Angeles in 1911—and he's still in the business. Watt's just chuggin' along easy like now though, doing a nice business in replacement engines and parts and getting ready to build a few trucks again. Watt used to be my source for many a good picture and story in the early days of the Timken Mag.

He and Tom Lippard of Federal, Art Tilt of Diamond T, Don Streeter of Reo, Al Cosgrove of Chevrolet, and Dave Fenner of Mack are getting to be the real old-timers of the truck business—the last of the Mohicans—the remaining stalwarts of that hardy group of pioneers that changed the merchandising habits of a nation by making overnight delivery of merchandise possible.

* * *

A LITTLE BIRD tells me quietly that Jack Reese of Continental is about ready to throw a bombshell into the truck industry with a line of brand new diesel engines that have some revolutionary features which makes it possible to build diesel engines to more near gas engine design—maybe use some gas engine parts such as pistons, rods and crankshafts.

I've been wondering for some time when Jack was going to shoot that old Red Seal hook back into the truck business for volume, and maybe this is it. He's too cagey a guy to leave any bow unstrung in times like this—he's back in the passenger car business—pretty solid in aviation and boats, as well as stationary power and farm implements. So it only seemed fair to guess that he wouldn't pass up the end of the business that really made the old Continental Red Seal engine world famous.

If his engineers have been able to make diesels lighter and cheaper and have developed an injector that works under all conditions and doesn't carry a 10-karat diamond price tag, I'll give you guys in the hauling business a little tip and that's look out for Continental.

If he doesn't get his share of original equipment as they roll down the assembly line, he'll be getting them out in the field on changeovers. Horace Greeley's "Go West, Young Man" used to apply to the diesel engine makers, but the West starts down about Mott street in New York's Chinatown now, as far as diesels are concerned.

* * *

I SPENT last week in Henry Ford's number two mass production plant where the mechanics all graduated from medical schools —where they give the works to see if the ticker still ticks and your sewerage system still operates. And I had room B-219. That won't mean much to many of you guys who pore through this mass of words just to kill time, but to all brother Boosters throughout the industry it means that even at the Ford hospital they had me right at home. You see I belong to B-19, Detroit.

And, darn it, they didn't find much wrong with me. They didn't get me into the psycopathic ward —just cheated me out of an opportunity to weep on Publisher Slocum's neck and tell him I needed a couple weeks' deep sea fishing to get me back in shape.

That's the hell of living right.

Trailer Weight Reduced 1,500 Pounds by Schult

ELKHART, Ind.—In anticipation of the lighter weight postwar automobile, Schult Corp. announced last week that its new model trailer coaches are being built 1,500 pounds lighter than prewar models. Despite this decreased weight, size, strength and durability have been increased, it is said.

New models provide comfortable headroom for even "six foot plus-ers" and are 26 feet in length and 8 feet wide, the company states.

FRANCIS H. FENN, president and chairman of the American Bantam Car Co., Butler, Pa., announced that the first production models of Supercargo truck trailers have rolled off the line. The entire plant has been rearranged for the production of both large and small trailers with the smaller units being produced in the new building constructed last year, thus leaving the main buildings available for the exclusive manufacture of the larger units. New territories and additional distributorships and dealerships are part of the future expansion plans of the company which will be put into effect as rapidly as the availability of merchandise is assured.

OPA Accused Of Inflating U. C. Prices

INDIANAPOLIS. — OPA stands indicted as "the greatest single offender of the laws of our land" by Sen. Homer E. Capehart, who addressed about 200 members of the Automobile Dealers Co-operative Assn., Inc., here last week.

He asserted that "there is nothing particularly wrong with the OPA except that it fails to live up to the law of the land as laid down by Congress." He added, however, that the price control agency was here "for at least another year" and advised the dealers to "make the best of it."

Joseph G. Wood, secretary counsel of the association, charged that instead of lowering used car prices, OPA was inflating them because regulations "impose a floor price rather than a ceiling price."

John Ramp, president of the association, charged that Indianapolis hotels are full of out-of-state car dealers who have come here to buy autos.

ANOTHER TYPICAL EXAMPLE of the modern facilities White Distributors are providing to meet the service needs of truck owners everywhere.

Going Up! Another New *Truck Headquarters*

LOGSDON MOTOR COMPANY, of Boise, Idaho, entered the truck business with the White franchise little more than 3 years ago and quickly became the *Truck Headquarters* of its territory. The Company is headed by R. M. Logsdon, a veteran of 30 years experience in various service and sales capacities in the automotive business. Results have confirmed Mr. Logsdon's original enthusiasm for the White product and the White plan for Distributor success. Now . . . a new building is being rushed to completion to provide additional space and the latest in modern service facilities. A unique feature is a coffee shop and club room—free to both employees and customers.

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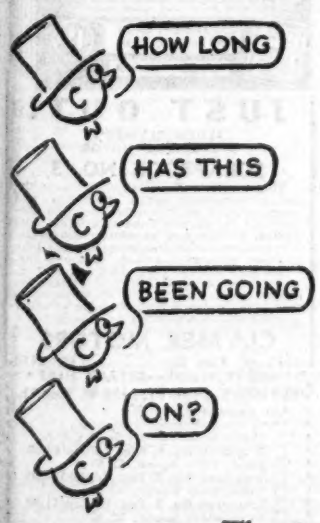


Long enough . . . so some advertisers have used it for 13 years . . . *See pages 22-23*

The National Newspaper Network
METROPOLITAN GROUP

Reuther Sees Accord This Week . . .

GM Reopening Delayed By Local Disputes

(Continued from Page 1)

At the same time, George F. Addes, UAW secretary-treasurer, who has strong Communist support, offered unqualified support to Thomas, adding that he would be glad to support Reuther for vice-president.

Reuther Reply

In reply to Anderson, Reuther said that the international union is carrying out its commitments under the strike-settlement agreement in good faith and with utmost dispatch.

"If the corporation will furnish us," Reuther said, "with specific instances where an international representative has delayed or obstructed settlement of local disputes we shall be happy to immediately investigate and, if need be shown, offer correction."

Settlements of local issues were reached Thursday at two key plants, Ternstedt Local 174 in Detroit and Fisher Body Local 564 in Pontiac.

Chief point in the Fisher Body agreement was an increase of 15 cents an hour for women workers in addition to the 18½ cents provided in the national agreement.

Meanwhile, the auto industry was setting a post-reconversion high in production last week despite the fact that General Motors plants still were not producing.

Last week's production at Ford was estimated at 8,500 Fords, 1,500 Mercurys, 250 Lincolns and 5,000 trucks. This made an average for the week of just below the high daily production of 3,200 just before the steel strike.

Chrysler Corp. was getting close to 2,000 a day, while the output at Nash is expected to top last week's 400-a-day rate, with the Ambassador line returning. Hudson is running at about 400, with little prospects to further increase output because of supply uncertainties. Packard is still closed, because of parts it needs from the struck-bound Moraine Products division of GM.

GM's demand that the UAW terminate the strike in all plants at the same time came after Reuther had notified GM that local unions representing 154,400 workers, an overwhelming majority, had ratified the national GM contract.

Ready to Return

Reuther then said that the national contract had thereby been ratified and that those local unions "which have satisfactorily settled their local demands now stand ready to return to work upon call by their local managements."

Anderson replied that the national settlement agreement "contemplated termination of the strike upon ratification and did not provide for the strike continuing in some plants on a local-option basis."

"Until we receive notification from the international union," Anderson said, "that the strike is ended in all our plants, we will have to assume that the strike continues and that the resumption of production will be delayed until that time.

"You are well aware that our manufacturing is so geared that we cannot start production in a part of our plants with others still out on strike."

Reuther then protested that while it was true that some units could not go into production until other related units had resumed, it was also a fact that many of the plants could begin operating independently of other units.

Preparing Plants

While GM said it would wait for a complete end of the strike before calling back production workers, local plant managements were calling back construction, maintenance and other employes necessary to get the plants ready at plants where such action was agreeable with the UAW.

Meanwhile, UAW counsel contended that GM's stand constituted a lockout at those plants where the locals had voted to return and the union renewed its fight for state unemployment benefits for the workers.

Two of the largest GM locals, Pontiac Motors 653, Pontiac, and Buick 599, Flint, voted 99 and 97 percent, respectively, to ratify the national contract. Only one small local, Fisher 239 in Baltimore, voted against ratification.

BRALEY'S, NEW Dodge-Plymouth dealership in Stockton, Calif., has moved into new headquarters, Henry C. Braley announced last week on a visit at the Dodge factory in Detroit. This is a father and son partnership, with W. H. (Bud) Braley, 26, serving as manager of the truck department. Shown here are Henry C. Braley (left), and Forest H. Akers, vice-president of Dodge, looking over some of the daily grist of telegrams from dealers urgently seeking delivery of new Dodge cars.

Showdown on Discounts Is Due This Week

(Continued from Page 1)

notified that dealers would have to meet the wage increases won by CIO strikers against the manufacturers. The net annual take, according to CIO advices, will be about $80 million a year. Yet since that confidential announcement to the committee in Chicago, no word has come from OPA about the newest proposed dealer cut.

In an interview in Chicago Thursday, OPA Administrator Paul Porter said manufacturers would be given increases of from $2 to $65 per car within "a day or two" and that the increases would not be passed along to the public. But he declined to discuss possible further trade discount cuts on dealers to meet the new wage costs. The administrator's odd position caused much speculation here.

Meantime, Porter has before him a complete review of the handling charge situation, prepared at his request by Mallon. The review, according to those familiar with it, is impressive.

It produces statements from more than a thousand reputable dealers to prove that the dealer handling charge has been recognized in the trade for a quarter of a century or more. It also shows that OPA indorsed the 5 percent handling charge for more than three years.

The fact is the charge never was finally cut until former Administrator Chester Bowles put his OK on it late in January, 1946. It was suggested in August, 1945, and some kind of an order was written, but NADA objections were considered for a period of more than four months from that time.

A possibility exists, of course, that OPA might make one or two eleventh-hour decisions on the two major questions that would change the entire character of NADA's presentation.

Administration friends of OPA on Capitol Hill are said to be worried at the prospect of the congressional battle which is sure to follow if OPA insists on maintaining both the handling charge and CIO wage cuts.

They envision not only the NADA carrying the fight to both the House and Senate Small Business committees and the two Banking and Currency committees, but to various other committees, including Appropriations, which is a committee that OPA wants as a friend because it is going to need money badly next year. Further, the members of that committee are regarded as being very practical. They would understand what NADA was talking about.

Everybody admits that if OPA forces NADA into a Capitol Hill fight on both of these issues, the fur will fly not only in Washington but also back home. Every member of the House and one-third of the members of the Senate are running for reelection this year, and none of them wants the automobile dealers in his district arrayed solidly against him. That is just what the situation would be, too, if it came to a rough-and-tumble fight, for on this issue the dealers are not divided.

The dealers are not planning a large demonstration before the House committee Tuesday. They are going to present only one witness, Mallon, and in a 30-minute statement he will lay the dealer case as it exists then before the committee.

Dealers in the field have been requested not to send large delegations here because hotels are crowded and the House committee room is small.

The NADA Executive committee was in session here for three days this week. It reviewed and approved presentation plans as outlined above. The general feeling is that dealers have a good case and that Congress will see that they get a square deal. Just what amendments will be offered still is uncertain. There is a strong movement on Capitol Hill for the amendment which will permit the automatic lifting of price controls when advisory committees agree that normal flows of certain classes of goods are being produced.

NAM last week presented its case for termination of OPA on June 30, next. As predicted, it did not register very well. Almost everyone admits that certain controls must be maintained for another few months. There is some talk of limiting OPA's life to nine months, or to Apr. 1, 1947.

Informed persons say there is little likelihood of all cost absorption being abolished. But some clamps will be put on it. OPA is viewed as having played foxes and drakes with this, and many members of Congress are said to be sore about it.

Models

(Continued from Page 1)

part of the public that prospective buyers would be seriously penalized. Distributors and dealers, too, with their large investment in facilities and manpower, would suffer heavily.

"No less important, such an interruption of working schedules in our plants would be a further setback to the national employment program.

"These factors, of course, are based upon an existing situation which is receiving, and will continue to receive, the day-to-day consideration of the Hudson Motor Car Co., but 1947 models seem very unlikely for many months to come."

While Chrysler officials refused to comment, it was understood that a check of Detroit tool and die shops has revealed that the corporation has not yet reserved time for work on 1947 model tools and dies. Thus, if changeovers were planned for this fall, this tool and die work would have to be under way by now.

Need a Service Man—Want a Job—try a want ad in Automotive News. They get quick results!

Chrysler Gets Delay in Wis. License Fight

MADISON, Wis.—A delay of two weeks has been granted by the Dane county circuit court in the hearing on the attempt of the Wisconsin motor vehicle department to compel the Chrysler Corp. to obtain a license to do business in Wisconsin.

The delay, to March 30, was granted on the request of Harold M. Wilkie of Madison, attorney representing the corporation. Informally it was reported without confirmation that Wilkie hoped to be able to settle the state government's controversy with the company without a protracted lawsuit.

B. L. Marcus, state motor vehicle commissioner, has reported that Chrysler is the only automobile manufacturing concern that has failed to obtain a Wisconsin license. He has explained that action to force the company to comply with the Wisconsin statutes is designed to determine whether the law "applies to all or none." The company has contended that it is not subject to the Wisconsin law because it does not do business in Wisconsin.

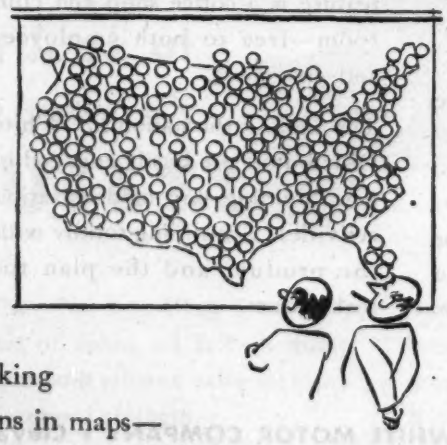
Meanwhile, the Wisconsin Automotive Trades Assn., original sponsor of the licensing statute, through its manager and secretary, Louis Milan, expressed confidence that the state would win out in the controversy.

"We are confident that the licensing law will be sustained, and certain that the court will find that Chrysler does business in Wisconsin," said Milan.

Gerity-Michigan Elects Blauman President

DETROIT.—Directors of Gerity-Michigan Die Casting Co. have elected the following officers: James Gerity jr., chairman of the board; Louis W. Blauman, president; E. Martin Tallberg, William N. Schnell and Charles Shanks, vice-presidents; James T. Bolan, secretary; M. K. Layer, treasurer.

Gerity-Michigan is a recently announced merger of Michigan Die Casting Co. of Detroit and Gerity-Adrian Mfg. Corp. of Adrian, Mich. Offices and plants are being maintained in both Detroit and Adrian.



Speaking of pins in maps—

See pages 22-23

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SERVICE MANAGER for single point Ford-Mercury-Lincoln dealership in trade area 50,000, Eastern Ohio. Doing $3,300 monthly labor. Going into new building. Future limited only by ability. Salary and liberal bonus for man, who has ideas, makes them work and likes security and substantial income. Write Box 1201, c/o Automotive News, Detroit 26.

WANTED PARTS MERCHANDISER, $10,000 monthly, 1,000 car quota, 30,000 inventory. Unlimited possibilities, City 60,000. Salary with bonus. Ford. Box 1213, c/o Automotive News, Detroit 26.

EXPERIENCED BODYMAN, PAINTER. Reopen body shop well established dealership. Top wages, right man. Write, stating experience, wages desired, references. Walter L. Barber, North Bennington Road, Bennington, Vt.

LONG ESTABLISHED, PROGRESSIVE MANUFACTURER of automotive ignition replacement parts desires service representative to call on automotive parts distributors and their customers. Must be free to travel. Technical experience necessary. Permanent position; salary plus bonus. Write giving full details concerning education, experience, and salary desired. Box 1214, c/o Automotive News, Detroit 26.

DISTRICT REPRESENTATIVE WANTED—One of America's pioneer truck manufacturers who builds a complete line of trucks and buses requires the services of a thoroughly experienced district representative to cover the northwest territory consisting of Washington, Oregon, Idaho and northern Montana. A man to qualify for this position must reside in this section and have a thorough knowledge of truck and bus merchandising problems. If you can qualify, reply, giving full information, experience and references, to Box 1215, c/o Automotive News, Detroit 26.

POSITION WANTED

EXPERIENCED WHOLESALE automotive parts and accessory merchandising manager seeks position with an Eastern or Central States car wholesale distributor or factory branch. Qualified references available. Inquiries invited. Box 1197, c/o Automotive News, Detroit 26.

SALES OR GENERAL MANAGER. Young man thirty years of age, active, aggressive, experienced, interested in sales or general management with good, long term, sound dealership. Box 1198, c/o Automotive News, Detroit 26.

AVAILABLE—PRODUCTION ENGINEER, excellent experience and background. Desires position offering advancement with responsible established firm. Box 1204, c/o Automotive News, Detroit 26.

UNIVERSITY MAN, 15 years of "KNOWING-HOW" administration Metropolitan dealership, in whole or in part. Desires connection volume operation or luxury class. Would invest or consider profit sharing basis. Prefer New York city or vicinity. Box 1205, c/o Automotive News, Detroit 26.

AUTO PARTS MAN with four years experience in the wholesale and retail trade, wishes position in Metropolitan N. Y. area. Excellent references. Murray Katz, 1051 Home St., Bronx 59, N. Y.

SALES MANAGER OR SALES ENGINEER: Thorough knowledge of heavy duty motor trucks, drawing board to customers operation; 12 years factory and factory branch experience with well known manufacturer; successful sales, service and production background; loyal, aggressive executive type, discharged veteran. Married, age 35, desires position with aggressive dealer, distributor or factory branch. Box 1211, c/o Automotive News, Detroit 26.

WANTED: POSITION as manager or sales manager where the job demands exceptional merchandising and executive ability in every department. Long General Motors experience. Best references. Box 1212, c/o Automotive News, Detroit 26.

EXPERIENCED AUTOMOTIVE market research, sales promotion executive, now in war termination job, veteran, college graduate. Available immediately. Box 1207, c/o Automotive News, Detroit 26.

VETERAN — OPEN FOR POSITION as direct representative or manufacturer agent. Several years experience covering Pennsylvania, Delaware, Maryland, District of Columbia and Trenton, N. J. Have good following among the chains as well as jobbers. Box 1216, c/o Automotive News, Detroit 26.

IF YOUR AUTOMOTIVE ENTERPRISE (manufacturing or sales) needs the best, most productive years of a controller-office manager with 15 years of intensive, diversified experience in automotive field (where he is now employed), write Box 1221, c/o Automotive News, Detroit 26. Confidences respected.

REPRESENTATION WANTED

REPRESENTATION WANTED by automobiles and trucks distributors, who wants exclusive representation of a high quality, already known, line of tires and batteries. Write to Belaval, Soler & Co., Box 4127, San Juan, Puerto Rico.

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Covering five Western states. Own offices in Seattle, Portland, Oakland, Los Angeles. Calling on automotive hardware, and farm implement jobbers. Open for one or two additional good lines.
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NEW LINES WANTED

SALESMAN TRAVELING OHIO. Interested in taking on lines for accessory stores, wreckers and wagon jobbers. Has very good following in the state. Has been in the automotive business for 12 years. Box 1219, c/o Automotive News, Detroit 26.

DEALERSHIP WANTED

DEALERSHIP WANTED—Preferably in the South. Will pay cash for dealership with 500 to 1,000 new car potential. Will purchase complete inventory. Will assume lease or buy building. Replies will be kept strictly confidential. Box 1217, c/o Automotive News, Detroit 26.

VETERAN, ARMY MAJOR UP FROM RANKS, age 29, live wire, enterprising and industrious, desires to invest $5,000 plus services in Chevrolet dealership on partnership basis. Excellent education, 7 years experience with nationwide finance company. At present manager of territory, 4 years in Army, assistant director of largest overseas Air Force supply depot. Box 1220, c/o Automotive News, Detroit 26.

WANT TO BUY auto dealership in North Carolina or will buy interest and run business. 35 years old, 16 years experience in auto sales and management. Have established used car business now. P. O. Box 323, Charlotte, N. C.

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GARAGE AND DEALERSHIP FOR SALE. 2 popular cars, 5 others open. Northern Ohio, building and equipment $35,000. Stock extra. One-third down, 5 years. Box 1218, c/o Automotive News, Detroit.

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TWO LINCOLN LIMOUSINES, 1936, 1937 respectively. Condition perfect in every sense. Owned and driven in Bar-Harbor, Maine. Below OPA ceiling. Write or wire James Utterback, Brewer, Maine, Tel. 23279.

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NEW CHASSIS WANTED with cab or flat face cowl, FOB any point. Cash. Your ceiling price. Write or wire collect. American Body & Trailer Company, 1500 Exchange Ave., Oklahoma City, Okla. Phone 3-2561.

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2 K7 INTERNATIONALS, 6 1942 Chevrolet buses. All 32 adult passenger bus bodies. Motors and tires in perfect condition. (Bought in 1944.) Prices are low ceiling and below. Pendley Body Co., 2404 Ave. G, Lubbock, Texas.

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WANTED—Used gasoline tank transport semi trailers of frameless type, 5,000 to 5,600 gal. capacity. State price and describe fully in reply. Box 1206, c/o Automotive News, Detroit 26.

PARTS WANTED

WANTED: Left front fender, 1942 super Buick new, used or damaged, also frame for 42 super Buick. Write or call Glen Rogers Motors, Inc., 112 East Bridge St., Elyria, Ohio, Phone 3313.

PARTS WANTED

WRECKED OR BURNED CARS WANTED. Late models preferred. Write or phone Henderson 0232, 6700 Euclid Ave., Cleveland 3, Ohio.

WANTED FOR 1942 OR LATER MODEL LINCOLN ZEPHYR, front end complete. Write Wilkinson Wrecking Company, Box 116, Ocala, Florida.

1941 OLDSMOBILE, 70 Dynamic Club sedan (2 door) right door, new or used. Keyes Motor Co., 300 Seventh St., International Falls, Minnesota.

WE NEED eight pistons, .030 oversize for 1935 LaSalle, with pins. Bill Holler Motor Sales, DeLand, Florida.

TRANSMISSION—Warner Hi-Flex T15-128, complete assembly or case only—new or used. Volk Motors, 451 Calhoun St., Trenton, N. J.

WANTED BODY any type for 1940 Dodge, De Soto or Chrysler. Quote price. Baker Motors, Centerville, Tennessee.

1940 CADILLAC "62" grille and 1939 LaSalle grille wanted. East End Auto, 6505 Pulaski Highway, Baltimore 6, Md.

WANTED FOR 1941 CADILLAC SEDANETTE; complete grille, one headlight door, both outside running board mouldings, both rear fender shields. Notify Jose Villegas, Xicotencatl Nte. No. 112, Saltillo, Coahuila, Mexico.

WANTED CYLINDERHEAD 1937 Chrysler, eight cylinder. Write or call L. C. Lane, Lane Motor Co., 1419 First Ave., Columbus, Ga.

WANTED LEFT DOOR 1941 Chevrolet town sedan. Cool Chevrolet Corp., Rochester, New York.

WANTED LEFT FRONT FENDER 1939 Lincoln Zephyr. Hicks Motor, 424 Scott St., Covington, Ky.

WANTED FOR BUICK, 1941 Super hood, right front fender, left rear fender, radiator support and core. Trask Motor Sales, Hamilton, N. Y. Phone 53.

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MISCELLANEOUS

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GEORGE M. SLOCUM, Publisher

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